

Dallas

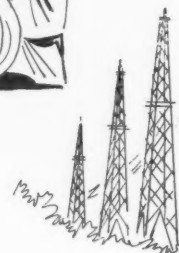
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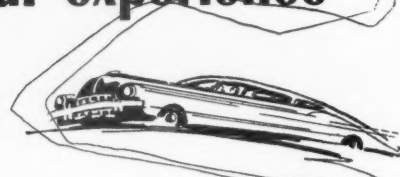


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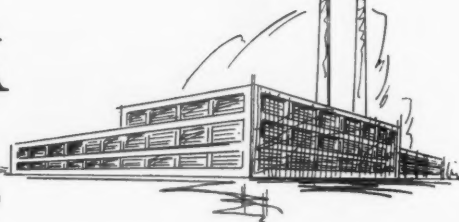


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Dallas PIONEERS

Established

1857 Sanger Bros.
In Texas
Opened Dallas Store in 1872

1869 The Schoellkopf
Company
Manufacturers and
Wholesale Distributors

1872 Waples-Platter
Company
White Swan Fine Foods

1874 Bolanz &
Bolanz
Real Estate and Insurance

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Lyon-Gray Lumber
Company
Experienced Retailers of
Building Materials

1878 National Bank
of Commerce
Banking

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.
Steel for Structures of Every Kind

1890 William S.
Henson, Inc.
Advertising Printing

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage



THE first directors' meeting of the Commonwealth Fire Insurance Company of Texas, depicted above, was held in the board room of the National Bank of Commerce on October 12, 1903. Standing before the map of Texas is Ike Jalonick, president and founder of the company which is today known as the Republic Insurance Company. Other pioneer Dallas and Texas business men present at this meeting were J. B. Adoue, Sr., Alex Sanger, E. O. Tenison, G. H. Schoellkopf, John S. Heard of McKinney and F. A. Piper of San Antonio. For ten years previously Jalonick had been Texas' special agent for the Continental Insurance Company of New York and his Texas venture was regarded as foolhardy by eastern insurance men. Today, in its fiftieth anniversary year, the Republic Insurance Company is the South's largest capital stock fire insurance company. It occupies an imposing office building on Cedar Springs in addition to a 15-story office building in New York housing the eastern department, Hugh H. Gaffney, president, reports its assets of more than 27 million dollars as the highest in history and the firm is another reason for Dallas' position as one of the leading insurance centers in the nation.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1896 Briggs-Weaver
Machinery Co.
Industrial Machinery
and Supplies

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Lang's Floral
& Nursery Co.
The Southwest's Foremost Florists,
Decorators, Nursery Landscape
Service

1898 The Praetorians
Life Insurance Service

1902 Cullum &
Boren
Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1905 Smith's
Detective
And Nightwatch Service
Electrical Protective Service

1907 Tennessee
Dairies, Inc.
Gold Seal Dairy Products

1910 Red Bryan's
Smokehouse
Barbecued Meats

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers



Dallas

April • 1953

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MEMBER F. D. I. C.

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Diplomacy of Dollars

IT IS BECOMING increasingly evident here in Washington that of all the problems inherited by the new administration the most difficult and the most serious has to do with American foreign policy, the program pursued by our government since World War II to combat the spread of communism throughout the world. It is an all-encompassing problem, to be sure, for its dimensions are so vast, and its consequences so portentous, that the fate of the free world can properly be said to rest upon the success or failure of its solution.

It is not much in the headlines these days, partly because such tangible problems as the Korean war, the budget and taxes, and so on, are most easily understood and make current news day by day, and partly because foreign policy is by nature esoteric and by necessity long-range, and thus somewhat remote from the political thoughts and experiences of the average American. But behind the scenes in Washington considerable study is being devoted to this problem in all its extensive ramifications, and whatever emerges from those deliberations will be of incalculable significance not only to the United States but to the entire world. For it is fully understood that in this modern world, a world reduced by science to the size and intimacy of a neighborhood, the key to survival must be a foreign policy that will prevail, a foreign policy that must accomplish what it sets out to do.

Our foreign policy during recent years has evolved and developed from a single premise. That premise was the basic conviction that communism thrives where poverty exists, and that communism can thus be resisted most effectively by combating conditions of poverty in those nations which are important to the security

of the free world. That was the premise studiously arrived at during the disturbing wake of World War II, and from it grew a foreign policy based on economic aid to other nations, a foreign policy which essentially was a diplomacy of dollars. The machinery was provided by the Marshall Plan, which was administered first by the Economic Cooperation Administration and later by the Mutual Security Agency, which is just the ECA under a different name.

Since World War II our government has gone about spending more than \$40,000,000,000 in foreign aid, and has created an overseas bureaucracy of 400,000 civilian employees to supervise the spending and to spread the gospel of democracy. The objective in each of these countries has obviously been to bulwark its economy against the threat of communism, and to suggest by our example of plenty the rewards which coincidentally flow from an adherence to a free political and economic system. Through this policy we have sought to create a phalanx of free nations to confront an insidious enemy common to all.

Just how successful this policy has been is debated constantly, particularly in congress each year when appropriations are voted to continue it. All such debate is necessarily inconclusive, since it presupposes a speculation of what might have happened if that policy had not been followed and some other policy had. It is important to realize, however, that the debates center almost invariably on the outward manifestations of our foreign policy, on how wisely or how wastefully the program is administered, and not on the basic concept of our foreign policy itself. That policy remains rooted in the fundamental premise of a dollar diplomacy, the conviction that communism can be made weak where an economy can be made strong.

In the minds of many thoughtful students of this problem, however, a serious question has gradually arisen as to whether this basic premise from which our foreign

policy evolved may itself be fallible. Does communism in fact breed more actively in any one economic or social stratum than in any other? Even if it does, is American money an antidote for a foreign poison? These are questions which are commanding the sober contemplation of many influential thinkers. They are wondering, after six years and \$40,000,000,000, if the great design of American foreign policy is based on a sound and workable principle, or if somewhere between its conception and fulfillment there is a fallacy which vitiates its ends.

It is undeniable that our foreign policy has produced some disturbing economic and social consequences in a number of nations. On the economic plane, we have learned that our benefactions first served a useful purpose by coursing through the economic organisms of those nations as a wholesome stimulant at a desperate hour, but that over the years the largess has become so habit-forming that its withdrawal now would precipitate the very economic distress which it was intended originally to prevent.

And on the social plane, we are learning more every day that the ostentatious manifestations of our wealth nourish envies and resentments among those less fortunate peoples whom we patronizingly have decreed should be the beneficiaries of our bounty. In Germany we built for our 8,000 civilian employees an "American community" so lavish that it is derisively referred to as the "Golden Ghetto". In France the \$200-a-month which an American employee is allotted by his government for rent alone has evicted from his home many a Parisian whose meager purse cannot compete. In England some employees of American missions receive salaries five times greater than their British counterparts, setting them apart in a hierarchy aloof from the people whose good will our foreign policy was designed to win. From Italy and elsewhere come reports which are much the same.

No one would suggest that we abandon our crusade for a free world and withdraw like a conch into a shell of isolation; indeed, the need for collective security was never more starkly evident than it is today. Yet the responsibility seems clearly before us to re-orient our thinking in the light of experience, and to develop a foreign policy that is not only enlightened in principle but forthright and realistic in practice. For our dollar diplomacy of the past few years has exposed its Achilles' heel. Our money may have bought us a respite from war and enemies, but it has won us neither peace nor friends.



DALE MILLER



INSURANCE

1953's Phenomenal
Study in Success

BILLIONS and buildings!

Those two words, in a nutshell, sum up the impressive and sometimes phenomenal success story of the insurance industry in Dallas during the past year.

Bulging with dollar marks, the year saw life insurance in force in Texas increase by \$1,300,000,000 — a gain of 20 per cent, which is considerably above the 13 per cent national rise. It is now reliably estimated that \$11,500,000,000 of life insurance is in force in Texas and that more than \$5,000,000,000 of it was written by firms with home offices or state headquarters in Dallas. One Dallas firm alone — Southwestern Life Insurance Company — now has more than \$1,000,000,000 of life insurance in force in Texas.

And combined assets of Dallas-based insurance companies are estimated to be near that same breath-taking figure.

Another inspiring index of the prospering industry in Dallas was completion of the new 20-story, \$6,000,000 home office building of Fidelity Union Life Insurance Company. Stabbing into the Dallas sky, the graceful building is a symbol of the Dallas Southwest's insurance boom. The edifice gives Dallas the largest insurance home office building in the South.

Finishing touches on the 11-story, \$2,500,000 home office building of the Gibraltar Life Insurance Company of America are scheduled for late spring, and construction of another building — to be the home of the Insurance Company of Texas — will begin within a few months. First plans for I.C.T.'s new building were drawn last October.

United Bankers Life, one of Dallas' newest insurance companies, announced late this month that it has purchased a brand new five-story home office building at 3200 Maple Avenue. The building was leased to capacity at the time of purchase.

Acceleration in sales made it necessary to increase the home office staff about 50 per cent, thus making larger and permanent quarters necessary.

By Dick Johnson

The building's penthouse will be used by United Bankers for its executive offices, a directors room and an assembly room seating 100 people. Various departments of the company will occupy space on three additional floors. The five-story structure measures 85 by 200 feet. There is more than enough space in the building parking area for another building the same size whenever needed in the future, Don J. Willmon, president, said.

Gulf Insurance Company recently announced plans for a \$250,000 building expansion program which will provide an additional 14,000 square feet of space.

One thing was certain as insurance men looked back over the past year: Dallas had kept firm hold on its reputation as the youngest and most aggressive insurance center of the nation. Without question, Dallas leads the country in the number of insurance companies that hang their hats on Dallas skyscrapers and call those giant buildings home. Since the end of 1951, 20 companies have organized in Dallas or have moved to Dallas — to make a proud, button-popping total of 152 home offices.

Dallas has a right to throw out its chest. As reports were gathered last month, it became clear that, up and down the insurance line, the city's firms had enjoyed a bumper year. Solid gains were reported by casualty, fire, accident, health and other companies, and some life concerns exceeded wildest expectations.

For example, Great National Life Insurance Company was able to report a smashing 105 per cent increase in insurance in force — a fantastic jump from \$65,973,708 at the end of 1951 to \$135,000,000 at the time of the firm's absorption of Western Reserve Life Insurance Company of Austin.

A whopping stride was reported by Southland Life Insurance Company as it

ended its forty-fifth anniversary year. The company's insurance in force spiraled from \$342,856,523 at the end of 1951 to \$752,223,552 at the close of 1952. This was an increase of \$409,367,029, or 119 per cent. In other words, Southland brought more insurance into force during 1952 than it had in force altogether at the end of the previous year.

Indicative of the awed respect shown Dallas by the rest of the nation was a report in *Business Week*. This national publication stated that Dallas is indeed the "center" of the state's insurance industry, noting: "A third of all Texas-domiciled life companies maintain their home offices there."

Leaders of the Dallas insurance industry regularly made the news columns, too. One move which was watched with keen interest by the experts was formation of a new top-executive team by Southland Life. It includes John W. Carpenter as active chairman of the board, Dan C. Williams as president, and Ben H. Carpenter as executive vice president and chairman of the executive and investment committees.

J. Ralph Wood, president of Southwestern Life, made perhaps the most dramatic announcement of 1952 gains with his report in March that the company, on the eve of its completion of 50 years as a Texas business institution, had reached the \$1,000,000,000 mark with insurance in force in Texas.

Recent employment figures, like the Dallas skyline and financial reports, also reflect the health of the insurance industry in Dallas.

Firms rose in number from 636 to 686 from April of 1952 to April of 1953, and employment was up over the same period from 11,200 to 12,200. The average monthly salary was estimated to increase from \$245 to \$250 during that period, while the average monthly payroll expanded from \$2,744,000 to \$3,172,000 during that time. Annually, as of this April, the payroll of the industry in Dallas is expected to reach \$38,064,000.

This time last year, it had been estimated to hit \$32,064,000.

Of the 704 legal reserve life insurance companies in the United States, 150 are in Texas. This means that Texas is at the top of the list. And Dallas, with 55 home-based legal reserve companies, leads all other cities in the nation in that category. As of last summer, when the Texas Board of Insurance Commissioners compiled its latest official list, there were 31 stock fire and casualty companies, 13 mutual assessment life, health, and accident companies, nine local mutual aid associations, 16 burial associations, and nine county mutual fire companies in Dallas.

Total assets gains by all companies were heartening. Some strides, like the 88 per cent jump reported by Great National, were outstanding. Assets of Great National rose from \$12,227,615 to about \$23,000,000 — an increase of more than \$10,000,000. Republic National Life Insurance Company, which issued and revived \$122,052,025 of policies during 1952, reported a 9.8 per cent increase in total assets. The total was \$60,119,578, a \$5,415,004 gain from the end of 1951. Universal Life Insurance Company reported an increase of \$1,475,973 — making the year-end total \$9,297,637. Southwestern's total stood at \$270,392,846, a \$24,751,130 — or 10 per cent — increase from \$245,641,716.

Sales and premium income figures were equally impressive. Republic, for example, announced a year-end premium income total of \$11,163,412 — a \$4,581,968 or 69.6 hike from the 1951 total of \$6,581,444.

Benefits to policyholders constituted another reflection of the boom. Southwestern reported more than \$1,000,000

RECORDING a gain of more than 100 per cent in insurance in force, Carl C. Weichsel, executive vice president, files \$60,000,000 worth of life insurance policies for Great National.



THIS NEW FIVE-STORY BUILDING has been purchased as the home office for United Bankers, one of Dallas' newest insurance companies. Fidelity Union Life, Gulf and Gibraltar Life added to the 1953 insurance building scene.

per month in policyholder benefits, or \$12,410,477 for the year. Republic's 1952 policyholder benefits amounted to \$6,855,588, and Southland announced benefits totaling more than \$8,000,000 last year.

In spite of the great financial and material gains of 1952, Dallas insurance leaders were no less active in promoting the general well-being of their city and state. Efforts made in the fields of education and public relations were outstanding in both the life and fire branches of the business. A large part of these activities is being co-ordinated with the facilities of Southern Methodist University, which, besides conducting college level courses in fire and life insurance, plans to offer a "workshop" this summer to

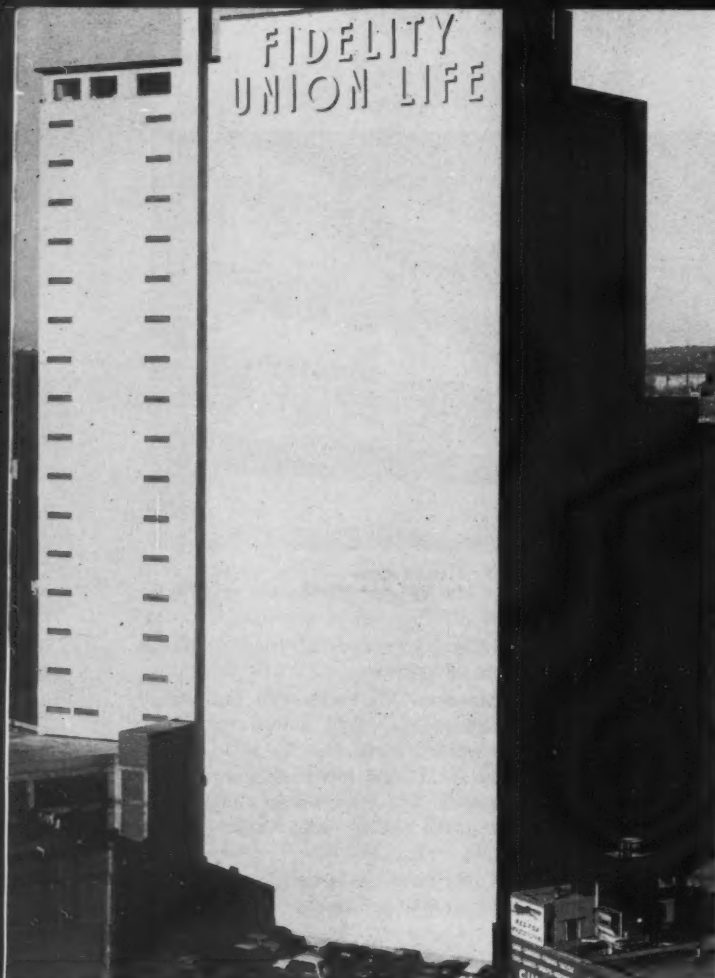
develop better ways of teaching family financial security.

Moreover, the university's Institute of Insurance Marketing, now six years old, has trained more than 1,000 life insurance agents and has held many special seminars. The only other similar institute in the country is at Purdue University in Indiana.

Texas insurance societies were increasingly active during the past year, and three Dallas men head state-wide organizations. Travis T. Wallace is president of the Texas Life Convention; Troy V. Post heads the Texas Legal Reserve Officials Association, and L. C. Woodham was recently named president of the Texas Association of Accident and Health Underwriters.

A NEW MANAGEMENT TEAM at Southland Life is composed of John W. Carpenter, left, active chairman of the board, Dan C. Williams, center, president, and Ben H. Carpenter, executive vice president and chairman of the executive and investment committees.





WINDOWLESS on two sides, the new Fidelity Union Life Building is an eye-catching addition to downtown Dallas. The Bryan Street side is faced with Kasota limestone blocks in a rectangular pattern. Architect was Wyatt C. Hedrick. Contractor was Inge-Hayman Construction Company.

Photography by Squire Haskins

VICE PRESIDENT Carr P. Collins, Jr., behind desk, talks shop with Melvin Shuler, H. Roy Glenn, Aletta Baker and Alice Taylor.



POLICY for Fidelity Union is formed in the president's office of Carr P. Collins, Sr., seated right. With him are vice presidents Ned King, left, R. H. Parker and Carr P. Collins, Jr.

Fidelity Union Joins

OPENING an architecturally-striking, ultra-modern building climaxes a vigorous quarter century for Fidelity Union Life Insurance Company of Dallas.

The structure—largest home office life insurance building in the South—rises 20 stories above Bryan Street at Pacific to occupy a prominent place in Dallas' growing skyline.

It symbolizes the growth of a firm that started in 1927 and has since taken its place in the top rank of America's life insurance companies. At present, Fidelity Union has \$138,-

NED KING, vice president and agency director, gets a briefing from I. J. Niemuth and H. G. Boles.





MILLIONAIRE ROOM is a favorite conference spot in Fidelity Union's 20-story building. Underwriters above are C. E. MacBride, W. E. Rhodes, Charles Sharp and Charles Fender.

Growing Dallas Skyline

1,000,000 of insurance in force, with field men working in four Southern states.

The man behind this rise is Carr Pritchett Collins, president and chairman of the board, a native of Tyler County who came to Dallas in 1913 to begin a distinguished business and civic career.

Fidelity Union vice presidents are James M. Collins, Charles S. Sharp, Carr P. Collins, Jr., E. O. Benton, L. L. Waller, R. H. Parker and Ned P. King.



PENTHOUSE discussions go on atop the new Fidelity Union Life Building. Half a block away, the towering steel frame of the Republic Bank Building is rising. Chatting above are Bob Gibson, James Collins and Ned King, left to right, and Carr P. Collins, Jr., back to camera.

SCENES of modern business living should abound in the spacious Fidelity Union Life Building.





PRESIDENT J. R. WOOD of Southwestern Life puts the last bit of paint on a chart signifying that the company's insurance in force has exceeded a billion dollars, while **R. R. Davenport**, vice president and agency director, holds the paint jar.

Southwestern Sets Billion Dollar Record

FIFTY years old last month, Southwestern Life Insurance Company has reached and passed the billion dollar mark in insurance in force.

Southwestern Life is the only company in the United States to attain a billion-dollar-in-force status during its first fifty years while restricting its business to its home state.

The announcement, from company president James Ralph Wood, came at the recent annual meeting of stockholders in Dallas.

Issued a corporation charter on March 10, 1903, by the State of Texas, Southwestern Life began as a small business offering life insurance and investment services to the people of Texas. Since July 4, 1903, when the first policy was issued, it has grown steadily and for many years has been the largest life insurance company in the nation which confines its business to its home state.

In its fiftieth annual report to policyowners, Southwestern Life reported more than \$165,000,000 paid to policyowners

and their families in policy benefits; more than \$250,000,000 loaned to Texas real estate owners, and many millions of dollars more invested in state and municipal bonds and corporation securities for the development of Texas.

The company's agency force numbers about 400 men and women located in all parts of the state and approximately 500

VETERAN EMPLOYEES of Southwestern Life were honored at a directors' luncheon commemorating the firm's golden anniversary. One hundred and twenty-three employees received jeweled service pins for 15 years or more service.



OLDEST living owner of a Southwestern Life insurance policy, **T. B. Griffith** was presented with a check for the full amount of his policy at the company's recent directors' luncheon.

employees staff the home office and 16 branch offices.

One hundred and twenty-three of these employees are veterans of fifteen years or longer with Southwestern Life and were honored at a recent directors' luncheon marking the company's golden anniversary.

Edgar L. Flippen, chairman of the First National Bank and ranking director of the company in point of service, announced the award of 25-year and 15-year jeweled service pins to the employees. President Wood made the presentations.

After the presentations, E. G. Brown, vice president and actuary, announced that company stockholders and directors have voted their approval of a broadened program of benefits for employees, effective April 1, providing for increased amounts of group life insurance and increased retirement income benefits.

Another feature of the program was the presentation of a check for \$2,000 — the full amount of his policy — to Thomas Bond Griffith, 3411 University Boulevard, who was 96 this month.



"HELLO FROM SHREVEPORT" shouted a trainload of Louisiana businessmen who visited Dallas to promote their "Holiday in Dixie."

SHREVEPORT TOUR VISITS DALLAS

A TRAINLOAD of Shreveport businessmen came to Dallas this month to invite Dallasites to attend their "Holiday in Dixie" celebration April 29 through May 3.

String bow ties, planters' straw hats and decorated walking canes made up the official attire of the delegation. Former Governor of Louisiana Jimmie Davis brought along his hill-billy band to entertain the Dallas hosts.

The delegation was greeted at Dallas' Union Station by Lonnie B. Jennings, Clifton Blackmon, Bob Gilbert, Larry Fennell and Horace Ainsworth.

At a reception given by the First National Bank and the Chamber of Commerce at the Baker Hotel, the Shreveport group was welcomed by Ben H. Wooten, Chamber president; Mayor J. B. Adoue, Jr., and J. Ben Critz, vice president and general manager of the Dallas Chamber.

After moving to the Texas Room of the Baker, the Shreveport mayor and chamber president proceeded to cut off the neckties of Mayor Adoue and Mr. Wooten.

Then they presented the Dallas officials with wide-brimmed planters' hats, black string ties and walking canes.

DALLAS' MAYOR J. B. Adoue, Jr., receives a black string bow tie from Mayor Clyde E. Fant of Shreveport.

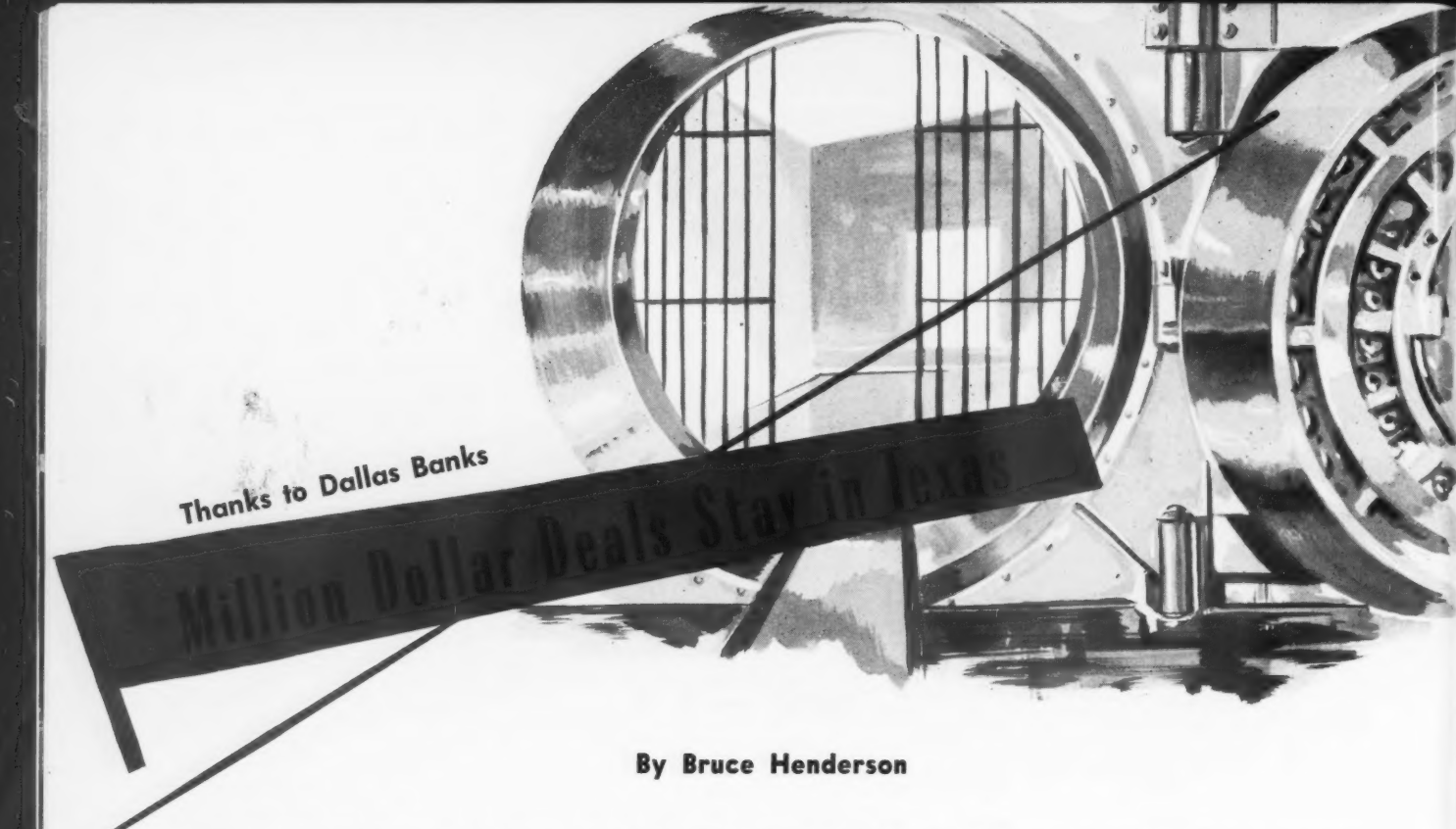


LONNIE JENNINGS received a walking cane from Harold J. Bryant, general manager of the Shreveport Chamber.



BEN H. WOOTEN lost his tie to Irving Selber, left, while Henry Weisman, Shreveport Chamber president, presented hat.





Thanks to Dallas Banks

Million Dollar Deals Stay in Texas

By Bruce Henderson

Money makes the pot boil—Sir Roger L'Estrange, 1692.

*
LONG rated the Southwest financial center, Dallas now forms an increasingly important link in the network of nationwide finance. Big business in the area is finding it unnecessary to seek major financing in the money centers of the East and North. It can get the money right here in Dallas. The city's banking fraternity is also called in to help consummate financial transactions of great magnitude, involving such industries as automobile, aviation and utilities.

One reason behind the booming expansion of Dallas banks is bold, vigorous and imaginative leadership by the men who run them — bankers who have the wisdom not to lose touch with the "little man" while simultaneously working to attract big business and industry here.

Fred F. Florence, president of Republic National Bank of Dallas, told colleagues in Dallas recently:

"More and more the leading banking institutions in this area are becoming national in their scope of operations. The importance of banking in this general area, its inherent strength and virility are recognized throughout the nation."

"Business in the Southwest doesn't need to go elsewhere to be financed," says Ben

H. Wooten, president of Dallas' First National Bank.

Dallas bankers obviously go on the philosophy that if you're going to build a city you must have a solid financial foundation. Perhaps this idea is most colorfully expressed by R. L. Thornton, Sr., board chairman of Dallas' Mercantile National Bank.

Says Mr. Thornton — supplying the 1953 version of a seventeenth century epigram — "It takes money to make the mare go." It's as simple as that.

The Dallas mare is snortin' all right, and if you don't believe it talk to any banker here. He'll tell you that almost daily some big firm borrows money in Dallas.

Dallas bankers are reluctant to cite the names of firms whose financing problems they've helped solve. One example, however, has been well-publicized.

That is a series of loans to Lone Star Gas Company for debt retirement and expansion of facilities in Texas and Oklahoma.

The first loan, in 1948, totaled \$50,000,000. Participating with other banks and Prudential Insurance Company of America, were five Dallas banks — Republic National, First National, Mercantile National, Dallas National and National City Bank of Dallas.

Two years later, Lone Star Gas received an \$85,000,000 loan, with the same five Dallas banks taking part. At

the time, it was described as "probably the largest single financial transaction ever closed in Texas."

Last year, when Lone Star borrowed \$110,000,000 from Prudential, negotiations were also closed in the board room of Dallas' Republic National Bank. This was termed the biggest single financial transaction ever consummated in the Southwest.

Note that all three transactions were closed in Dallas. Lone Star Gas officials didn't have to go "up East" to consummate the loans, nor did officials of the Dallas banks. The fact that the papers were signed in Dallas reflects the city's growing prestige as a financial center.

Dallas banks pioneered one type of industrial financing — independent oil production. Back in the early 1930's many American financiers were leery of the oil capitalizing business. A loan on oil still underground? "Risky business," muttered many.

But the men who run Dallas banks were alert to the opportunity and need. They approached the problem in a businesslike but aggressive manner.

Recalls one vice president:

"Dallas banks proved that oil loans could be safe operation. They brought in geologists to consult on situations and, generally, handled them as any other businesslike operation."

First National says it made the nation's first such oil production loan in the early

1930's to an operator in the East Texas field. Thus was born the modern concept of oil financing—a concept vitally important to the later success of oil production.

Bank growth is self-accelerating. The more capital, the more expansion. That is why it is significant that industry has NOT been unaware of this city's burgeoning financial structure—and has helped it along even more.

John J. Kettle, a senior vice president of Dallas' First National, reports, "A few years ago national concerns carried only enough money here to meet payrolls of their Dallas branches. Now they are carrying more and more funds locally, which builds Dallas' financial status by creating more credit."

*

There are 23 banks in Dallas with total resources of \$1,833,871,162.79 and deposits of \$1,665,933,824.53.

Let's take a detailed look at how some of the city's major banks have grown.

The First Southwest Company, Dallas investment banking firm, has this to report in its 1953 analysis of four Dallas Banks—First National, Mercantile National, Republic National and Dallas National:

"Because of their outstanding record of growth and their relatively great prosperity, there has been considerable national interest in the banking institutions located in Dallas."

The analysis ranks three Dallas banks—Mercantile National, Republic National and First National, among the largest 100 banks in the nation. And, more significantly, all have made great strides since 1941.

"First National Bank is the nation's thirty-ninth largest bank," the report says. "At the end of 1941, it ranked fifty-third."

"Mercantile National Bank is the nation's eighty-fifth largest bank. At the end of 1941 it ranked one hundred fifty-seventh."

"Republic National Bank is the nation's forty-first largest bank in deposits. At the end of 1941, it ranked eighty-ninth."

Figures were based on statements of condition as of last December 31, 1952.

Dallas banks also reported increased resources.

First National's resources were up from \$552,316,543.93 a year earlier to \$575,186,375.75. (Compare that to the bank's deposits in 1911—around \$11,000,000).

Republic National resources were up from \$521,641,974.66 to \$587,690,631.-

26; Mercantile National's from \$261,788,736.85 to \$284,545,159.48 and Dallas National's from \$97,699,575.39 to \$101,079,940.86.

Stockholders of Dallas banks are regularly called upon to vote on capital structure increases.

Dallas bankers point out that another factor influencing the city's growth is the availability of investment firms and insurance companies to help finance new or established business in the Southwest.

This city's banks aren't interested solely in their own expansion programs. They are also highly concerned with developing the Southwest area they serve. For this reason the banks concentrate on selling the Dallas Southwest to industry and helping new enterprises get started in the Dallas area.

Suppose you are a manufacturer and want to move your business from the Northeast to Dallas. You can contact a Dallas bank, which will supply complete regional marketing information, basic facts and figures on market data, labor supply and wages, tax requirements, transportation, utility costs, freight rates and building and plant sites.

Mercantile National Bank gets across this co-operative trend in its slogan, "We have grown because we have helped others to grow." So does First National, with its warm offer, "Give us an opportunity to say yes."

*

They're not talking to, or about, big business only. If there is one thing that distinguishes Dallas banks from older institutions elsewhere in the nation, it is their friendliness to all comers—big and small.

"From the time the Mercantile National was in its first business address, a whitewashed restaurant at 704 Main, to its present modern quarters," says Mercantile President Milton Brown, "we have striven for a completely modern installation ready to render every kind of banking service to every kind of bank customer."

"The individual depositor is as important as commercial accounts," First National's Mr. Kettle says. "We welcome the small depositor as well as the large."

This goal of offering the best possible service to all types of customers has given rise to a paradoxical situation in the Dallas banking family—teamwork to bring new business and industry to Dallas and spirited competition for individual accounts.

Mr. Wooten puts it this way:

"Teamwork among Dallas banks has

been a major factor in making possible the handling of large transactions."

He says Dallas banks often take on loans "up to capacity"—then call on the teamwork of other banks to carry the deals through. That keeps the business in Dallas.

In going after the individual depositor or businessman it's a different story. "Dallas is one of the most competitive bank towns in the country," says one vice president who came here from San Francisco.

This competition shows up in campaigns to offer the most modern and convenient facilities—aimed directly at solving the customers' practical needs. It is also reflected in public relations and advertising drives which employ virtually every media.

*

Banks occupy an important—and attractive—position in Dallas' skyline, another outgrowth of competition, designed to give the customer plenty of ultra-modern facilities.

The Mercantile Center forms a "city within a city" with three impressive buildings situated in the center of downtown Dallas. The Mercantile National Bank is currently the tallest completed building in the Southwest.

Republic National Bank, however, is building a \$20,000,000-plus 40-story (36 above the ground, four below) building which will add a new and taller structure to the Southwest skyline.

Then there is the new six-story First National Motor Bank, in operation across the street from the main bank building. First National is also expanding physical facilities in its main building.

Dallas banks call their promotional campaigns not simply public relations or advertising—but public service. Every move is designed to fill a need.

First National's Telesign, for example. It was installed last year at the Main and Akard intersection to give the latest news bulletins to crowds which pass the corner.

The same thinking was behind the addition of the Dallas Room, an attractive auditorium in First National in which business and civic groups may meet as guests of the bank, free of charge.

Some of the most popular television programs in Dallas are sponsored by banks. They include First National's "Opportunity Knocks" and "Liberace," presented by Republic National.

"Opportunity Knocks" serves a need by giving job-seekers the chance to be interviewed publicly on television and prospective employers the opportunity to see them.

"Liberace" features a stylistic pianist whose repertoire offers entertainment for virtually every taste.

The "Audichron," Republic's device for giving anyone the correct time by dialing a telephone number, receives more than 45,000 calls daily. Since its installation in 1940, it has answered more than 180,000,000 calls. Again, a service.

"Banking is selling," says Mr. Wooten.

"We have not been afraid to launch business selling programs that we believed would produce good business and build the kind of public opinion we wanted, even though such programs had not been tried by banks in many sections of the country.

"This course was not undertaken lightly, and we have no reason to regret it. The conservative principles upon which our bank had always been conducted had brought in an enviable list of blue chip customers. But it appeared that our job was to inform once again the smaller folks in our area that this is their bank, too."

There is every indication this concentrated program has paid off. Deposits have hit record highs and people in Dallas have come to think of the banks here not as cold bastions of finance but as friendly, human institutions trying to serve them as best they can.

Response to the television programs, for example, has been terrific. One man sent a check in the amount of "a million thanks" payable to a bank in appreciation of its program.

INDUSTRIAL and COMMERCIAL CATERING WITHIN 200 MILES OF DALLAS



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Brings Our Kitchen
to Your Door!**

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TOP FLIGHT VISITOR BY HORACE AINSWORTH EDITOR OF "DALLAS"

The annual Lawyers Week celebration brought the chief justice of the Supreme Court of Alberta, Canada, to Dallas this month. Chief Justice Campbell McLaurin addressed a banquet at the Baker Hotel.

Dallas' traffic situation will get the attention of an official of the National Safety Council next month. Don Hill, field representative from the Chicago headquarters, will compare Dallas' traffic program with that of other cities—for the new City Council and officials of the Citizens Traffic Commission.

The admiral who is in charge of flying Korean prisoners of war back to the United States stopped in Dallas just before reporting to the Pacific. He is Rear Admiral John Hoskins, commander of the Military Air Transport Service, Pacific Division.

Richard R. Rubottom, director of Middle American Affairs for the State Department, came to Dallas as guest of the Dallas Pan American Alliance.

Dallas is the distribution point for Western Union's international communications to Mexico and Central America, K. Bruce Mitchell, Western Union vice president, said here this month.

Hollywood's Debbie Reynolds, Carleton Carpenter and Pier Angeli, all of MGM, visited Dallas en route to South America.

Inez Robb of International News Service and Ralph McGill of the *Atlanta Constitution* will be in Dallas May 1 for the Press Club's Journalism Forum.

Edward L. Ryerson, called the "first citizen of Chicago," addresses the annual meeting of the Council of Social Agencies on May 11. It's a Community Chest agency.

Tips on more profits were given Dallas printers by the president of the Printing Industry of America. John M. Wolff, Jr., claims the secret is better management.

Frederick J. Marston, dean of Kemper Military School at Boonville, Missouri, was elected president of the American Association of Junior Colleges at its Dallas convention.

Musical Dallas will stop nothing short of the top. Rudolf Bing, general manager of New York's Met, will come to Dallas right along with the rest of his company for May 8, 9 and 10 shows at Fair Park.

But Dallas doesn't have to depend on "imported" talent for its music. In fact, the Southern Methodist University Concert Choir has just gotten back from its own eight-day tour of six states.

"How effective is management?" That's the question a nationally known industrial consultant posed for the Dallas chapter of the Society for the Advancement of Management. Eugene J. Bengel spoke at a dinner meeting this month.

More emphasis on Dallas as a fashion center resulted from a nation-wide television show in April. Neiman-Marcus staged the first country-wide TV fashion show in history. Dave Garraway's "Today" featured the presentation.

International guests will be especially welcome in Dallas in May. The Dallas Chamber of Commerce, the Dallas Export-Import Club, the Dallas Council on World Affairs and the regional offices of the U. S. Department of Commerce and the U. S. Chamber of Commerce will sponsor World Trade Week from May 18 to 23.

Governor Allan Shivers appeared at three Dallas functions within three days during April. He came up on Thursday night to receive a silver plaque from the Citizens Traffic Commission, went back to Austin Friday, turned around and came right back for the Saturday programs of the Boy Scouts and Press Club.



TOP TEAM in the Lasso Club so far is headed by Joe M. Dealey, standing above. And top membership worker of the top team was Jack Kutner, seated lower left. Others, seated clockwise, were Leo I. Shoemaker, Kenneth Arthur, H. H. Huffhines, Bill Hoffman, R. E. Farmer and C. R. Hefner.

56 New Members Added by Chamber

FIFTY-SIX new members of the Dallas Chamber of Commerce were elected last month as the 1953 drive of the membership committee moved ahead.

The following joined the Chamber:

Loren S. Greene & Company, P. O. Box 9716; Mrs. Loren S. Greene, president.

Southern Provident Life Insurance Company, 1311-12 Republic Bank Building; Charles B. Roberts, president.

Grand Prize Distributors, 2411 Inwood Road; W. Willard Hoyt, wholesale beer.

Refrigeration Supply Company, Inc., 2006 Cedar Springs; W. R. Barbeck.

A & A Delivery Service, 2411 Caroline; Gene Harrison.

Emerson Radio of Texas, 1405 Turtle Creek Blvd.; Leroy Rosenfield, president.

Lakewood Broadcasting Company, Radio Station KGKO, Cliff Towers Hotel; Leonard Coe.

Life & Casualty Insurance Company of Tennessee, 1005 Southland Annex Building; John E. Kay.

Minneapolis Honeywell Regulator Company, 1825 Levee; J. V. Sigford, aircraft electronic controls.

Swank, Inc., 902 Fidelity Building; Louis F. Pedrolie, district manager, men's jewelry.

Southwestern Rinse-Away Corporation, 4013 Cedar Springs; Paul A. Pitts, vice president.

Mil-Tex Packaging Company, 1915 Levee; Kermit S. Joubert, president.

Eads Man's Shop, 263 South East Shopping Village; William E. Eads.

MEMBERSHIP BREAKFAST speaker was Robert McCulloch, president of Temco Aircraft Corporation. Seated left is Andrew W. DeShong, assistant manager and aviation department manager of the Chamber.



Four Brothers Cafe, 5340 Harry Hines; John J. Piano.

International Paper Company, Container Division, P. O. Box 6302; Bill M. Goolsby.

Bill Bell, Inc., 9300 Hines Boulevard; Wm. C. Bell, president; marine sales and distribution.

Bert's Electric Automatic Snow Cone Machinery Company, P. O. Box 7803; Samuel Bert, owner.

Brokaw Tool Company, Inc., 154 Leslie; C. E. Brokaw, president; tool supply company.

Andrew Brown Company of Maryland, P. O. Box 246, Irving, Texas; Donald R. Hunt, manager; paint manufacturing.

Delta Gulf Drilling Company, 2208 Mercantile Bank Building; Joe Zeppa, manager, J. Mark Bardner; oil drilling.

W. E. Devereaux, 4027 Bryn Mawr; regional manager for Fromm & Sichel, Inc., distributor of wines and brandies.

James H. Dunlap, C.P.A., 1131 Fidelity Union Life Building.

Emil A. Fretz Company, 711 Liberty; Emil A. Fretz, owner; architects.

David Graham Hall Foundation, 3504 Gillon; Richard F. Voyer, Bertha M. Voyer; public health agency.

Graphic Illustrators, 2620 Cedar Springs; Torger M. Thompson, manager; complete art service.

Dr. Carl Haymes, 1719 West 10th; osteopath.

I.C.T. Group, 2122 Kidwell; Tom Bruce, president, Stanley Prichard, Steve Booke, Jay McMahon, James Brophy.

Irwin Keasler Building: T. K. Irwin, Sr.

Irwin & Irwin, Irwin Keasler Building; T. K. Irwin, Jr., Ivan Irwin, attorneys.

Wurtem D. Jones, 85½ Highland Park Shopping Village; realtor.

Kaplan Construction Company, 152 Leslie; I. Kaplan, owner.

Lummas Cotton Gin Company, P. O. Box 1330; Clifford Granberry, Woodrow Walker; wholesale manufacturing.

Maxwell Paper Products Company, 2211 Griffin; Maxwell Clampitt, owner; manufacturing.

John C. Mayfield Company, 352 South Industrial; Jack A. Matthews, manager; material handling equipment.

Merchandise Mart, Inc., 500 South

(Continued on Page 84)



PLANNERS for the open house include: Karl Hoblitzelle, John W. Carpenter and Dr. C. L. Lundell, top photo; W. G. Vollmer and E. M. (Ted) Dealey, left photo; and Dr. Lundell and J. S. Bridwell.

Rural foundation gets dressed up for city visitors

BUSINESS is hitting some hard licks to strengthen the agricultural economy of Texas and the Southwest. Through the Texas Research Foundation at Renner, the free enterprise system is underwriting a long-range program to rebuild depleted soils and to raise the level of farm productivity to new heights.

On May 20 the foundation will give its annual reporting of accomplishments through its open house and field day at the 800-acre development at Renner. The Dallas Citizens Council and the Dallas Chamber of Commerce will join with the more than 1,300 financial supporters of the foundation as hosts for the occasion.

This annual open house provides a show window to all who are interested to view the research being carried on in the labs and in the field at Renner. The meeting last year drew more than 2,000 farmers and businessmen.

Accenting its over-all program, Texas Research Foundation has two important new developments to bring to the attention of the public.

1. Its new, big-grained hybrid white corn, tailor-made to meet specific needs of the Texas milling industry, went on the market this spring to growers through-

out the state. It has been received enthusiastically, as "one of the most outstanding corn hybrids ever produced."

2. An improved variety of sesame suitable for mechanical harvesting was made available to farmers this year, and for the first time in this country large-scale commercial plantings are being undertaken by farmers in Northeast Texas.

"Sesame should add much strength to southern agriculture's long struggle for economic stability," reports Dr. C. L. Lundell, director of the foundation. "If improved varieties of the crop and superior cultural practices developed through long-time research are utilized intelligently by Texas farmers, sesame can take its place with other row crops as a major cash crop."

The foundation is nine years old. Its operating budget this year, supplied by business and industry, is \$289,911.44. Its continuing program for agriculture is centered around soil management and improvement for maximum yields of high quality crops, the selection of the principal crops which should be included in good farming systems, the management of these crops, and the utilization of crops and forage.

Visitors this year will be provided conducted tours to see experiments with warm and cool season grasses, the experimental plantings of the various row crops, the grazing experiments being conducted with steers supplied by Secretary of the Navy R. B. Anderson of Vernon, and exhibits of a variety of work being conducted in the scientific laboratories and in the greenhouse.

One of the features of the program will be the presentation of the two Hoblitzelle agricultural awards. Both the Hoblitzelle National Award in Agricultural Sciences and the Hoblitzelle Achievement Award for the Advancement of Texas Rural Life will be presented this year. Each consists of \$5,000 and a gold medallion.

Its officers and directors are Nathan Adams and John W. Carpenter, co-chairmen of the board of trustees; Karl Hoblitzelle, president; George L. MacGregor, vice president and chairman of the executive committee; W. G. Vollmer, vice president and vice chairman of the executive committee; Fred F. Florence, treasurer; Van Alen Hollomon, secretary; Dr. Lundell, director of the foundation; Dr. T. C. Longnecker, assistant director of the foundation; Ralph Andrews, comptroller, and Fred Shaw, business manager.

a Profit Sharing
Trust for Him?



a Pension Trust
for Him?



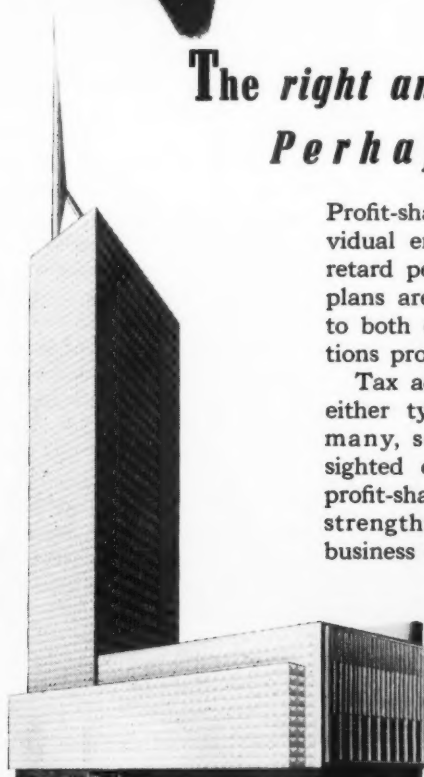
The right answer can be an asset for your business
Perhaps we can help you find it!

Profit-sharing plans stimulate individual employee productivity, and retard personnel turnover. Pension plans are similarly valuable assets to both employee and public relations programs.

Tax advantages available under either type plan, are one among many, sound reasons why far-sighted employers are turning to profit-sharing and pension trust to strengthen and perpetuate their business health.

There are hundreds of ways you can tailor either a profit-sharing plan or a pension plan to fit your business. As trustee for many of the Southwest's most successful profit-sharing and pension trusts, The Republic National Bank can help you find the plan that's best for you.

A call or visit to our Trust Department will bring complete information to your desk.



REPUBLIC NATIONAL BANK
OF DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

50-Year Mark Finds Republic In 28 States

"ALL right, go ahead and organize your company, Ike. If I can do anything for you don't hesitate to call on me . . . but I still think you're a fool."

So spoke Henry Evans, president of the Continental Insurance Company of New York in 1903 to I. Jalonick, special agent for Continental in the state of Texas.

That marked the beginning of the Republic Insurance Company of Dallas which this year celebrates its fiftieth anniversary.

Mr. Jalonick had traveled to New York from his home in Dallas to resign his special agent's job, which he had held for 10 years, and also to discuss with Mr. Evans his contemplated organization of a small Texas-owned fire insurance company.

Twelve years before Mr. Evans had tried to talk Ike's older brother George out of resigning his job as special agent for Continental in Texas, Louisiana and Arkansas. George's reason for leaving had been to start his own fire insurance rating bureau in Dallas.

Such a thing was unheard of in the Texas of 1891. There were no rating bureaus, no state insurance laws — in fact, not too much insurance business. Most of the companies operating in Texas were large eastern firms and they made their own rates, based on their experience in other states. But George Jalonick had



FIFTY YEARS after the beginning of the Republic Insurance Company, 1953 officers stand in front of portraits of the founders. W. H. Damon, left, vice president of the Republic Casualty Company, and Lenox Carruth, vice president of the Republic Insurance Company, are among today's officers of the institution founded by Ike Jalonick and George Jalonick.

gone ahead with his bureau and had made it a success.

In those days the odds were against small home-owned fire insurance companies — and Texas had none. Several had tried and failed. The big eastern companies had the good business — and there was not much of that. Texas had no building codes and very little industry. It was possible for a whole town to be destroyed in one fire and only a big company could stand a loss of that kind.

Ike Jalonick knew all of these things but, with the faith and help of Texas and Dallas business leaders, organized his company in spite of them.

The first directors' meeting of the Com-

monwealth Fire Insurance Company of Texas was held October 12, 1903, in the offices of the National Bank of Commerce. It was organized with a capital of \$250,000 and a net surplus of \$50,000. Ike Jalonick was elected president; Alex Sanger of Dallas and F. A. Piper of San Antonio were elected vice presidents and J. B. Adoue, Sr., secretary. Other directors attending this meeting were E. O. Tenison, G. H. Schoellkopf of Dallas and John S. Heard of McKinney.

Additional prominent directors were named later and the first offices of the company were set up in three inside rooms of the North Texas Building on Main Street. All the furniture was secondhand except the typewriter which was just coming into use. Ike Jalonick himself traveled over the state getting agents to represent the company, and wherever possible, to sell them stock. The company expanded with the Southwest and in 1904 made application to write business in Arkansas, Louisiana and Mississippi.

During this time George Jalonick and other Dallas business men became interested in the Austin Life Insurance Company which had encountered difficulties as a result of the great San Francisco fire. The firm was brought to Dallas and housed in the same offices as Commonwealth. A. F. Pillet was brought into the Austin Company as assistant secretary by George Jalonick. The two companies outgrew their downtown offices and in November of 1908, moved into Highland Park, a new section of Dallas.

(Continued on Page 76)

PRESENT OFFICERS of the Republic Insurance Company include, left to right; A. F. Pillet, president emeritus; James C. Hurlbut, vice president; John Crawford, vice president, and Hugh H. Gaffney, president.





EXHIBITS stir the imaginations of visitors to the Greater Dallas Home Show. Perma-Stone, above, struck a novelty note with a miniature duck pond.

With 200 Exhibits

Home Show Opens May 2

A RECORD crowd of more than 100,000 persons: that's the goal of the Greater Dallas Home Show which opens its doors May 2 in Fair Park's General Exhibits Building.

The show has averaged 80,000 visitors in its seven years. But this time, the Dallas Association of Home Builders hopes for better weather and bigger crowds because of a switch from March to May.

The show, running from May 2 to May 10, will draw prospective home buyers, those interested in improving their residences and many visitors who just like to stroll around to see what's new.

The largest group of exhibitors in history will display their wares for the expected mammoth crowds. Managing director H. F. Van Horn says more exhibit space has been reserved than ever before with some 200 exhibitors already signed, and that only a few spaces remain for the show.

Manufacturers, distributors, and retailers in all phases of house planning, home appliances, furnishings, building products, designing, interior decorating,

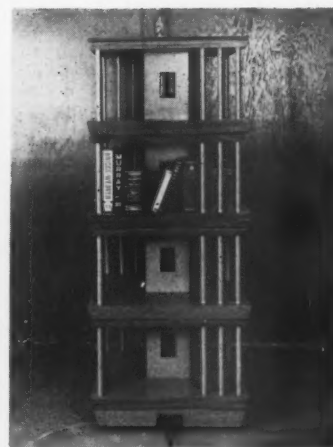
and remodeling will present latest innovations in their fields at the exposition, and all the answers to the home seeker, from moldings to mortgages, will be available.

The General Exhibits Building will be open to the public at 2 p. m. Saturdays and Sundays for the nine-day event, and at 6 p. m. on weekdays.

Nationally-known stage entertainment will help enliven the exposition, as well as special contests and opening ceremonies. Various Greater Dallas industries and communities in Dallas County will be honored with special nights during the program.

An 11-man committee headed by James W. Bailey has been appointed from the Home Builders Association by President Wilson H. Brown to supervise the show.

The committee, in addition to Mr. Bailey, includes J. B. Andrews of Mesquite, Jack Phillips of Grand Prairie, and R. F. Daniels, Homer H. Hurlbut, Tom Lively, Edward Sharkey, Horace Butler, Roy Moses, M. C. Cole, and Earl McGraw, all of Dallas.



This Most Attractive Bookcase Saves Space

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Here's Just the Thing

- For saving office space
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Made of grained oak in limed finish, this modern Lazy Susan type bookcase is a new adjunct to smart living.

Each shelf turns in itself giving four sides for books. Bookcase in top picture holds more books than four ordinary bookcases. Available in one, two, three or four sections. Made on order in Dallas.

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EARLY DAYS of the National Bank of Commerce saw the 75-year-old Dallas institution start out firmly under family management as a private banking institution. The 1892 picture above shows J. W. Henry, D. W. Carnes, J. B. Adoue, president, and J. D. Estes posed at the Victorian main teller's window.

National Bank of Commerce Marks Seventy-fifth Year

IN 1878, when "free silver" was a burning question, and the "Greenbackers" polled a million votes, a small card in the February 28 issue of the *Dallas Herald* announced the opening of the private banking house of Flippen, Adoue and Lobit. It was located in the Hughes Building at 725 Main Street, across from

the Post Office. Senior partner in this firm was J. B. Adoue, a native of France, recently arrived in Dallas from the new rail town of Bremond.

This year, his son, J. B. Adoue, Jr., president of the National Bank of Commerce, traces back three-quarters of a century of continuous family manage-

TODAY, National Bank of Commerce has modern offices still located at Elm and Poydras. Since 1892, deposits in the bank have grown from \$126,000 to \$15,500,000. Despite its own growth and the growth of Dallas, the family banking institution has retained its reputation for conservative policies.



J. B. ADOUE, JR.

ment to the private banking institution.

The bank thrived in the small city of less than ten thousand people, and in 1880 it built and occupied its own building on its present site at Elm and Poydras.

During the eighties, as the population of Dallas grew to almost 40,000, another banking institution, the National Bank of Commerce was founded at Elm and Lamar.

In 1891, the National Bank of Commerce was purchased by Flippen, Adoue and Lobit, and moved into the private firm's quarters in the merger. J. B. Adoue became president of the combined institution.

A unique record is reflected in the National Bank of Commerce's 75-year history. Its original capital has remained the same, and it has carried on its business at the same location under the same family management since 1891. Deposits of the bank have grown from \$126,000 in 1892 to \$15,500,000 today; earned surplus has grown from \$10,000 in 1892 to \$250,000; and undivided profits and reserves have increased from \$3,200 in 1892 to \$440,000. While the stockholders of the bank have been paid more than \$900,000 in the form of cash dividends through the years, they have never been called on to subscribe additional capital.

The National Bank of Commerce became a member of the Dallas Clearing House Association in 1907, and in 1912, J. B. Adoue, Jr., became vice president and a director in his father's bank.

When the Federal Reserve Bank was organized in Dallas in 1914, the bank became a member of the system.

In June, 1924, J. B. Adoue, Jr., was elected president on the death of his father. In 1926 the bank purchased adjoining property for future expansion and now occupies both the original building and the addition.



America's New Railroad

*What's that surveyor doing? He's sighting on tomorrow...
clipping off an old curve... clipping off the past...*

It goes on day after day on the Santa Fe. Building new.

Till there's nothing left that's *old* today of the Atchison, Topeka and Santa Fe but the country and the song and the pride of its people!

IN THE PAST 5 YEARS... Whole fleets of streamlined trains replaced with finer streamlined trains... Enough new track laid to more than reach from Chicago to Los Angeles... Great new "hump" yards built to speed switching... New roadbed, new rail and new ballast methods—for smoother, safer rides for goods and people.

IN THE PAST YEAR... New freight stations, with new towveyors, at Chicago and San Francisco... Great new construction started to raise Santa Fe rails in Kansas and Missouri above the highest flood stage of recorded history.

IN THIS YEAR... New micro-wave communication system put in service between Galveston and Beau-

mont, Texas... New freight classification yard will be opened at Belen, New Mexico.

AND IN THE NEXT YEAR... More curves will be clipped, more grades reduced... 119 new diesel units will go to work... New modern diesel shops will be completed... 3600 new freight cars will be placed in service... New electronic communication and control equipment will be installed... and El Capitan will be re-equipped with all new chair cars!

AND IN THE NEXT 5 YEARS... New cars and whole new trains will be rolling on an ever *newer*, greater Santa Fe.

It costs Santa Fe millions (not one penny from the taxes you pay) to keep America's New Railroad *growing newer every day*.

SANTA FE SYSTEM LINES

PROGRESS THAT PAYS ITS OWN WAY



Metropolitan Opera

By John Rosenfield

THE Dallas season of Metropolitan Opera will be, as follows:

Friday night, May 8, "Don Giovanni" by Wolfgang Amadeus Mozart.

Saturday afternoon, May 9, "Rigoletto" by Giuseppe Verdi.

Saturday night, May 9, "Der Rosenkavalier" by Richard Strauss.

Sunday afternoon, May 10, "Tristan und Isolde" by Richard Wagner.

Performances will be given in the 4,300 seat air-conditioned State Fair Auditorium at 2 and 8 p.m.

The reception of the official announcement was slightly more approbative than usual, although, to be honest, no seasonal repertoire has ever brought sneers. A city like Dallas is in no position to condescend to any opera. It doesn't get enough of any to strike a pose.

But the 1953 season could quicken the pulse. It is so obviously a season of masterpieces that the opera-goers of 20-odd states and five or more foreign countries who patronize the Metropolitan in Dallas have reason to feel that somebody had been especially careful of their needs, tastes and the values of their time and money.

Somebody was. In general it was the local sponsoring organization, the Dallas Grand Opera Association. In particular it must have been Arthur L. Kramer, Jr., the president, who usually carries on all negotiations.

If his arrangements for next May are so satisfactory, why aren't all arrangements for every May equally satisfactory? The reason is, of course, that it isn't in the cards.

There are tens of thousands of grand operas. Certainly it should be possible to

find four masterpieces per year from the lot. But only a small part of the operatic literature is in production. A single operatic production can represent a costume and scenic investment of from \$100,000 to \$300,000.

The Metropolitan has compounded the situation further since Rudolf Bing became general manager three seasons ago. He believed, and most people agree, that the whole Metropolitan repertoire needed restudy, restaging and, in some cases, new scenery and costumes. There had been an accumulation of deadwood since 1883, acting and singing practices as old-fashioned as some of the 70-year-old motley. So he reduced the operas to those "in good condition" and those he could afford to remount.

There are only 23 operas in the 1952-53 repertory of the Metropolitan from which Dallas has a first choice in this area of four. The task is to select works that (1) are in high public interest; (2) have not been given here too recently; (3) are vehicles for the more popular artists; (4) are culturally worth the price and effort of attendance; and (5) are available.

The Metropolitan does not even tour all of its 23 active operas. For some there is no demand and it would be economically prohibitive to bring them all the way from New York for only one presentation. So a Dallas season must be framed from the operas scheduled to go on the road.

There are only two in this list that Mr. Kramer passed up for something else, better or, maybe, no better. He did not accept the revival of Verdi's "La Forza del Destino" because it would have been sung by almost the identical cast of last

year's "Aida", which was not, one might add, too successful.

Moussorgsky's "Boris Godounov" was "reserved", so to speak, for 1954 on grounds that it came too late in 1952-53 to get known to the generality of patrons.

The positive reasons for the selection of Dallas' operas are more interesting and might be summarized, as follows:

"Don Giovanni" . . . one of the greatest of comic operas and a best-seller since the 1930's . . . unheard here since 1942 . . . the sensational Cesare Siepi has made the title role his own . . . there are no fewer than three leading sopranos, Delia Riga, Regina Resnik and Genevieve Warner . . . has famous part for the stellar basso buffo, Salvatore Baccaloni . . . is conducted by one of the baton greats of all time, Fritz Reiner . . . Has comparatively fresh scenery and costumes.

"Rigoletto" . . . although given here in 1946, the new Rudolf Bing staging, scenery and costumes of the Verdi work have not been shown here . . . a new Rigoletto in Robert Merrill is available . . . strong supporting cast with Roberta Peters, Jean Madeira, Richard Tucker, Nicola Moscona and Norman Scott . . . Alberto Erede to conduct.

"Der Rosenkavalier" . . . greatest operatic composition of the twentieth century . . . music has become more widely known since 1946 when it was done here last . . . completely new cast with another trio of famous prima donnas, Rise Stevens, Astrid Varnay and Hilde Gueden . . . new Baron Ochs in Lorenzo Alvary . . . fine conducting opportunity for Max Rudolf of the administrative staff.

"Tristan und Isolde" . . . no record of

(Continued on Page 77)





Robert Merrill



Rise Stevens



Sigurd Bjoerling



Salvatore Baccaloni



Richard Tucker



Cesare Siepi



Hilde Gueden



Roberta Peters



Blanche Thebom



Astrid Varnay



Ramon Vinay



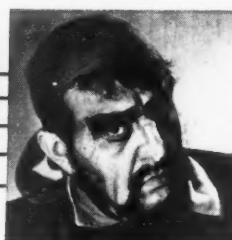
Margaret Harshaw



Regina Resnik



Delia Rigal



Nicola Moscona



Eugene Conley



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Temco Begins Expansion To Double Plant Space

TEMCO Aircraft Corporation and its subsidiary, Luscombe Airplane Corporation, voted overwhelmingly to merge this month, as Temco embarked on a new expansion that will add a 58,000-square-foot building to the firm's plant.

The new building will double the space available to Temco for engineering and administrative functions in its section of the Naval Industrial Reserve Aircraft Plant near Grand Prairie.

Temco utilizes more than a million square feet of manufacturing area in the production of the F3H Demon jet fighter for the United States Navy as well as major components for the Navy P2V patrol bomber, the P5M flying boat, the B-47 six-jet bomber and the A2D attack bomber.

At ground-breaking ceremonies for the new addition, the first spadeful of dirt was turned by Robert McCulloch, Temco president, and Capt. Charles M. Jett, Bureau of Aeronautics representative.

The \$796,940 contract for construction of the new addition has been awarded to James Stewart and Company, Inc., contractor for the original construction of the N.I.R.A.P. facility, which was built during World War II for use by North American Aviation, Inc.

The contract was let by Chance Vought Aircraft, serving as prime contractor on the building for the Navy.

Architects and engineers for the new structure are Wiltshire and Fisher, Dallas.

The merger of Temco and Luscombe, located at Garland, was approved by stockholders of both concerns. The agreement calls for the issuance of one share of Temco stock for each three shares of Luscombe stock held by Luscombe stockholders other than Temco.

Temco President McCulloch revealed at the meeting that earnings for the first quarter of 1953 were substantially above the earnings for the like period of 1952.

He also noted that company's backlog as of March 31, 1953, was approximately \$300,000,000, an increase of \$24,000,000 within three months.

Officers re-elected were Mr. McCulloch, president and general manager; H.



TURNING the first spadeful of dirt for Temco's expanded plant are Captain Charles M. Jett, left, and Robert McCulloch.

L. Howard, executive vice president and treasurer; Clyde Williams, vice president comptroller; John A. Maxwell, Jr., vice president manufacturing, and Latham Leeds, secretary.

Luscombe officers are Mr. Howard, president; Mr. McCulloch, executive vice president and treasurer, and Mr. Williams, secretary and assistant treasurer.

Directors of both firms are Mr. McCulloch, Mr. Howard, D. Harold Byrd, James M. Cumby and O. R. Moore.

Temco's new facility will be a major addition to more than 175 acres of ground already under roof in the Dallas-Fort Worth aviation manufacturing area.

Aircraft manufacturing payrolls for the area include more than 47,000 workers. Payrolls exceed \$185,000,000 annually.

FOREIGN RISK FIELD BOOMING IN TEXAS

AIU REPORTS ON BIG FIRST YEAR IN DALLAS..

Just one year ago, American International Underwriters announced the opening of its seventh U. S. office, here in Dallas. To insurance men of Texas and the Southwest, we offer complete service in the highly specialized—and profitable—field of foreign risks. Within a week, more than 50 agents had contacted us. Premium volume is now far in excess of our most optimistic estimates.

We have had to acquire larger offices, quadruple the office staff, add three more underwriting specialists—all within a year.

Others benefitted, too.

With our help, hundreds of agents are earning new commissions. They are rendering a more complete service to their regular clients.

Doors to important new accounts have been opened for the first time.

All this was done without the need of new, specialized knowledge on their part.

This means that clients got the foreign protection they needed, through their own trusted local insurance agents.

AIU is foreign manager for 14 leading American capital stock insurance companies. For 33 years, we have provided American insurance and claims service for practically every type of American business with interests abroad.

All dealings are through agents and brokers.

In charge of our Dallas Office is Mr. Walter E. Brill, who cordially invites you to come in and learn more about AIU.



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Oak Cliff Savings and Loan Plans Building

The Oak Cliff Savings and Loan Association has announced plans for a new office building to be erected at Centre and Bishop Streets, one block south of its present quarters. The contract for the building's construction has been awarded to Burgher Construction Company. Completion is scheduled around October 15. The new building will be contemporary

in design and construction. It will be erected as a two-story building designed for a third story at a later date. The two floors will provide around 12,000 square feet of office space. Total cost of the structure is estimated at \$350,000. Occupation of the new quarters will mark the fourth expansion move for the association since it was formed in 1946.

The stockholders of InsurOmedic Life Insurance Company recently elected LOWRY LOVELESS a director of the company, and REX BIXBY as public relations officer.

CECIL CHANEY has been chosen by Frigidaire Sales Corporation as a dealer in Dallas County for commercial refrigeration products and air-conditioning units and equipment.

RICHARD F. FLETCHER has opened his own real estate office in the Warner Building, 2013½ Young Street, and will specialize in selling and leasing industrial and commercial properties.

A Good Man to Know

CHANCES are you have a small packet of cards in your desk drawer. One of them may be from your Trinity Universal Insurance agent. He and thousands of other agents just like him advise more than half a million Trinity Universal Policyholders on their insurance needs ... ranging from Contractors' Bonds to Fire Policies. He is skilled in handling the problems of multiple line underwriting. You can rely on his advice ... knowing that Trinity Universal puts service to you, the policyholder, above every other consideration. He is a good man for YOU to know ...



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Perkins Dry Goods
Company, Dallas

32nd Progress Report

Comparative Condensed Financial Statement December 31, 1951 - 52

ASSETS		
	1951	1952
Cash	\$ 874,094.45	\$ 1,130,365.17
U. S. Government, municipal and other bonds	2,339,495.64	2,802,603.36
Other assets	102,581.70	82,352.69
First mortgage loans	15,484,400.93	16,327,293.83
Stocks	1,458,874.99	2,350,041.08
Home office building and lot — after depreciation	1,687,262.93	1,636,052.89
Other real estate	2.00	2.00
Policy loans	1,615,443.30	1,742,446.27
Automatic premium loans	570,192.86	613,597.34
Premium notes	1,039.92	1,466.09
Premiums in course of collection	722,682.58	798,325.87
Total Assets	\$24,856,071.30	\$27,484,946.59
LIABILITIES		
Current bills due or accrued	\$ 12,991.28	\$ 14,070.79
Premiums and interest collected in advance	489,679.65	488,874.79
Reserve for incomplete and unreported death claims	40,734.77	60,334.00
Reserve for city, state, county and federal taxes	74,599.25	96,970.86
Mortgage loan deposit accounts and other sundry liabilities		
Total Current Liabilities	\$ 352,710.46	\$ 399,610.37
Funds Exclusively for Protection of Policyholders on outstanding policies	\$ 970,715.41	\$ 1,059,860.81
Capital stock	\$19,701,429.84	\$21,575,140.03
Contingency reserve	1,500,000.00	1,500,000.00
Surplus	2,683,926.05	150,000.00
Total Liabilities	\$24,856,071.30	\$27,484,946.59

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Sammy's Moves to Inwood Village Shopping Center

Sammy's Restaurant and several other firms have located in a new 20,000-square-foot building in Inwood Village shopping center at Lovers Lane and Inwood Road. Architect for the new structure was J. N. McCammon, announced W. W. Caruth, Jr., developer of the center. Sammy's occupies the corner section of the 270-foot-long building and is closing its Highland Park location in preparation for the move. Other firms in the building are the Good Housekeeping Shop, the Lampshade, the Play Yard, the optometrist offices of Dr. Jean May, the Show Box and Mari's, a paper specialty shop. Sammy's will continue to operate four other restaurants at 1516 Greenville, 1601 Greenville, 3900 Oak Lawn and 1639 Forest.



Dallas Manager Wins Royal Sales Contest

Royal Typewriter Company's five millionth machine manufactured at the company's Hartford plant is presented to M. D. Brown, Dallas district manager, by Carl McKelvy, factory manager. Mr. McKelvy, a native of Gatesville, said the Dallas office headed by Mr. Brown tops all of Royal's 87 branches in sales, service and supplies. Mr. Brown has served with Royal for 15 years and was assigned to direct growing Dallas operations in 1949.

Building Leased. The S&S Sales Company, manufacturers' representatives for mechanics' tools, builders' hardware and other merchandise, has leased a 6,650-square-foot building at 2526 Oakland Street. The firm, organized in 1946, services Texas, Oklahoma, Arkansas and Louisiana.

Parts Firm Renamed. The Cecil Spragins Parts Company has been renamed the Martin Dawson Parts Company after Mr. Dawson acquired controlling interest in the firm. Mr. Dawson, who has been connected with the wholesale automotive parts field for seven years, has managed the concern for the past year.

At Home About June Thirtieth!



United Bankers Life Insurance Company takes pride in announcing the beautiful new structure at 3200 Maple Avenue in Dallas as its Home Office Building.

The Company wishes to thank the good people of Texas, Arkansas, and Louisiana whose confidence and support have made this building necessary and possible. The United Bankers also takes great pride in its expanding organization and desires to express its appreciation for the loyalty and support of employees, agents, and officials for their contribution.

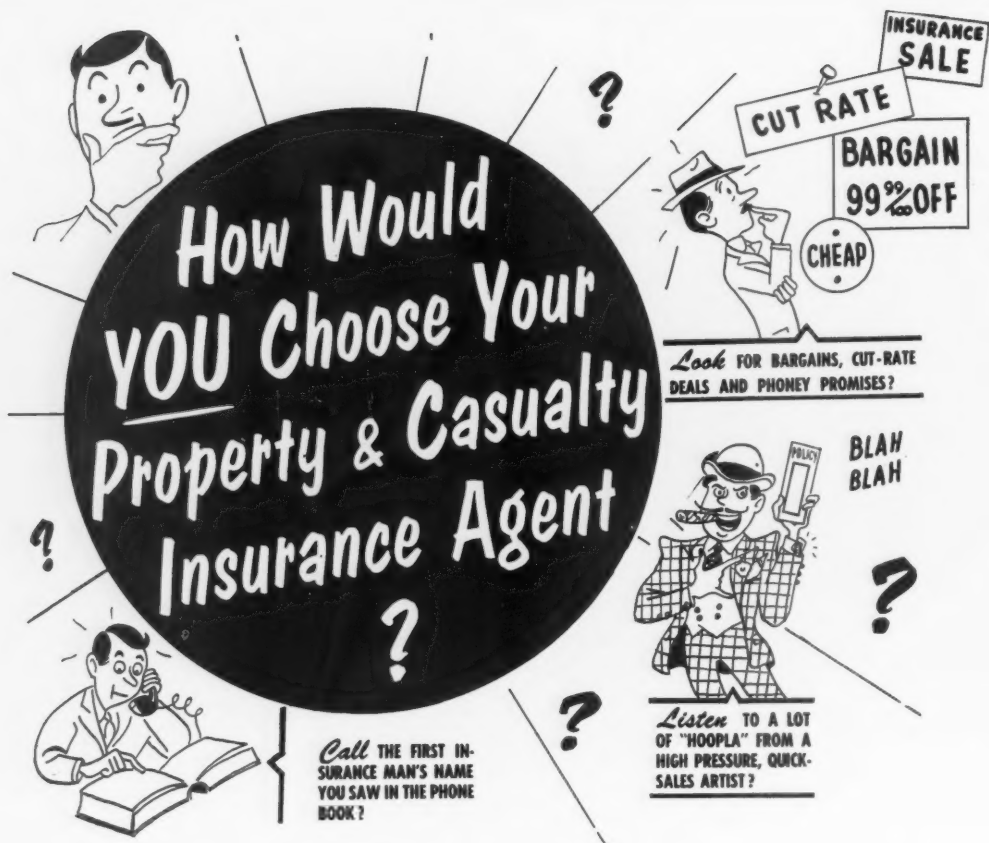
Occupancy of the new building will be about June 30, 1953.

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DALLAS, TEXAS



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Dallas' New Mayor Smiles in Victory

Robert L. Thornton, Sr., one of Dallas' great builders, was overwhelmingly elected mayor this month on the Citizens Charter Association ticket. Born 72 years ago near the Bosque River, Mr. Thornton came up the hard way. He entered the banking business in 1916, later moved up to be chairman of the board of the Mercantile National Bank, three-time president of the Dallas Chamber of Commerce and for the last seven years, president of the State Fair of Texas. Councilmen elected with Mr. Thornton were O. H. Vickrey, J. R. Terry, Milton Richardson, Roderic B. Thomas, W. C. Miller, Arthur L. Kramer, Jr., W. J. Harris and Vernon S. Smith.

More Dallas Firms Using Marlin Bulletin Boards

More and more Dallas companies are using new and improved bulletin boards as an important link with their employees, as advocated by Marlin Firearms Company. Thomas M. Murphy of Dallas, Texas regional manager for the program, announced that several hundred Texas firms have adopted his firm's service.

Key to the Marlin bulletin board service is a news picture — changed daily — that draws attention to the bulletin board.

Also, Marlin urges that the companies use personal letters from the boss, discussions of company affairs or the role of employees in the community, posters urging safety and efficiency on the bulletin boards.

The system of attracting interest is akin to the widespread use of news pictures in display windows by firms offering no merchandise for sale, said Mr. Murphy. Examples are insurance companies, loan agencies, mortuaries and real estate offices.

Barber Shop Singers Hold Third Annual Show May 23

The Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America will hold its third annual show of four part harmony at Fair Park Auditorium May 23.

Proceeds of the show will go to the Children's Development Center.

Heading the show will be the Schmitts Brothers, who joined the S.P.E.B.S.Q. S.A., Inc., in 1949. Since that time they have won the Land O' Lakes Championship and the International Championship.

Four real brothers, the Schmitts have recently appeared on various radio and television shows and made many tours to entertain service troops.

New manager of the Dallas regional life agency for Combined American Insurance Company is DOUGLAS A. LORD, a representative of the company since graduating from North Texas State College at Denton.

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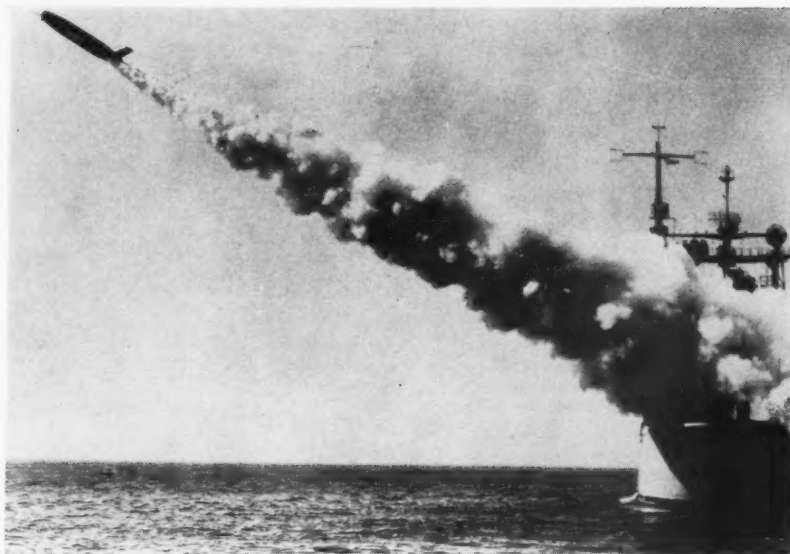
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TEXAS EMPLOYERS
INSURANCE ASSOCIATION
HOME OFFICE - DALLAS, TEXAS



CHANCE VOUGHT AIRCRAFT is now producing the Regulus, guided missile. Designed for launching from submarines, the missile is shown in a test launching at sea.

Guided Missile Program Added by Chance Vought

LONG-SUSPECTED information came officially from Chance Vought Aircraft of Dallas this month. The firm, a division of United Aircraft Corporation, announced the existence of a guided missile, the Regulus.

Some of the most important work on this missile—designed for launching from submarines, surface ships and shore bases—was done at Chance Vought's plant in Dallas. The missile now is in production here.

The Navy Bureau of Aeronautics described the Regulus as a 30-foot, swept-wing weapon resembling a conventional jet fighter. It can be used both as a tactical weapon with a powerful warhead, and as a recoverable test vehicle.

Tactically, the Regulus will be used against appropriate land targets and in amphibious warfare by the Marine Corps and the Navy. The recoverable version—with a tricycle landing gear—is being used to train personnel in launching and guidance techniques and as a high-speed drone for anti-aircraft guided missiles and anti-aircraft gunnery.

Several test missiles now in use have been flown many times at subsonic and supersonic speeds, and have been recovered without damage.

The Navy states that as many as 10 flights have been made with a single

vehicle, cutting to one-tenth the cost of a comparable operation involving loss of a vehicle or missile for each test. Experience in landing Regulus has shown that it may be recovered through the use of a parachute-type brake on an average-sized runway.

Chance Vought officials said the missile was initially developed in 1948, and Regulus was first flown at Edwards Air Force Base in 1950.

Prior to 1936, the Navy initiated several projects to fly aircraft by remote control. These projects met with varying degrees of success, but for reasons of weight, lack of dependability and cost, these and similar projects remained in the development stage.

In 1936, the Navy's Bureau of Aeronautics undertook the development of a life-size, remotely-controlled, maneuverable target airplane to provide a means of assessing the effectiveness of the fleet's anti-aircraft defenses. This project was successful.

Radio-controlled target aircraft were first made available for fleet firings in October, 1938, and since that time have been provided in increasing numbers, both in peace and war, and in all those parts of the world in which the ships of the Navy have operated.

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Singer Sewing Machine Company Occupies New Building

Singer Sewing Machine Company has recently moved into a new 62,000-square-foot building at 6101 Cedar Springs Road in the Airlawn Industrial Center development. The brick and steel structure has steel frame windows, asphalt tile floors, an acoustical tile ceiling, recessed fluorescent lighting and flexible metal and glass partitions. All facilities of the firm's manufacturing trade department, formerly located at 1007 Jackson Street, as well as the offices of its Dallas manufacturers agency, which supervises sales and service for the entire

Texas and Oklahoma area, have been established in the new building. The company's parts department, machine and motor repair department, showroom, stock room facilities, assembly room and sales department occupy approximately 32,000 square feet of space. The remaining space serves as a transportation department warehouse where merchandise is stocked for distribution to the Southwest area. Architect for the new building was George L. Dahl.

Recently appointed Dallas zone advertising and promotion manager of the Kelvinator division of Nash-Kelvinator Corporation is NAT NESBITT.

WELDON J. FOX has been named assistant secretary in charge of Dallas Federal Savings and Loan Association's conveyance department.

Dallas County probation officer SAM M. DAVIS has been elected president of the Southern States Probation and Parole Conference.



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DALLAS, TEXAS



Elected Board Member

Ray E. Button, associated with Republic National Life Insurance Company since 1949, recently was elected a member of the board of directors. Vice president in charge of the firm's reinsurance division, Mr. Button has been in the insurance business for more than 30 years. He is a member of the Institute of Home Office Underwriters.

G. DUFFIELD SMITH has been named chairman of the Community Chest campaign publicity committee.



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R. S. McKnight, Agency Director, Bank Credit Division

Dallas Schedules Program For 'Secretaries Week'

DALLAS secretaries have planned a heavy program for the observance of National Secretaries Week in the final week of May.

Miss Camilla Murphy, president of the Big D Chapter of the National Secretaries Association, said the principal event will be an all-day Institute for Secretaries at the Hotel Adolphus May 30.

Authoritative speakers will discuss topics of prime interest to both employers and secretaries.

Sam Bloom, president of Bloom Advertising Agency and former advertising director of the *Daily Times Herald*, will speak on "Public Relations for the Secretary." Dr. Ruth Anderson of Texas Christian University, a member of the N.S.A.-sponsored Institute for Certifying Secretaries, will comment on the work of her organization.

The Institute also will feature exhibits of office machines, furniture and equipment.

To initiate the week's program, Dallas Mayor R. L. Thornton, Sr., honorary chairman, will speak at a luncheon May 24, at which time officers and new members will be installed.

On National Secretaries Day, May 27, the Big D Chapter will have a "pot pourri" party in honor of 200 Dallas secretaries.

Miss Murphy said the theme of this year's celebration will be the "teamwork"



MISS CAMILLA MURPHY

of the boss and his secretary. By proclamation of the United States Chamber of Commerce, National Secretaries Week will be in tribute to the secretaries who shoulder an important responsibility in the business, industrial and professional world, she noted.

"Practically every busy executive has come to regard his secretary as a good right arm," said Miss Murphy. "Her duties are so many and varied he would undoubtedly find it difficult to list them: she doubles as hostess and receptionist; she serves as liaison with other personnel, business associates, customers and suppliers; she acts as correspondent, typist,

file clerk and 'bloodhound' when papers get misplaced; she pays his bills and performs as accountant and tax expert; she is his personal shopping service, memory jogger for important dates and walking engagement calendar; she is vice president in charge of all details — and some of those details are extremely important."

National Secretaries Association, sponsor of the week-long observance, was formed in 1942, as a non-profit, non-partisan organization to elevate the standards of the secretarial profession through educational programs.

Miss Murphy said the Big D Chapter was established in 1947. Its membership represents practically every type of business—legal, medical, government, petroleum, aircraft, insurance, advertising, real estate, engineering, construction, exporting, manufacturing and retailing to mention a few.

The group assists in philanthropic drives and each year awards a business school scholarship to a Dallas high school graduate.

Firm Opens Dallas Office. The International Paper Company has opened a consolidated sales office in the Fidelity Union Life Building to serve Texas and the Southwest. Several of the firm's divisions will be represented in the new Dallas sales office including Southern Kraft Paper and Bags, Bagpak division, producers of multi-wall shipping sacks, and the book and bond groundwood specialties division.

HEAVY AND HAULING HOISTING

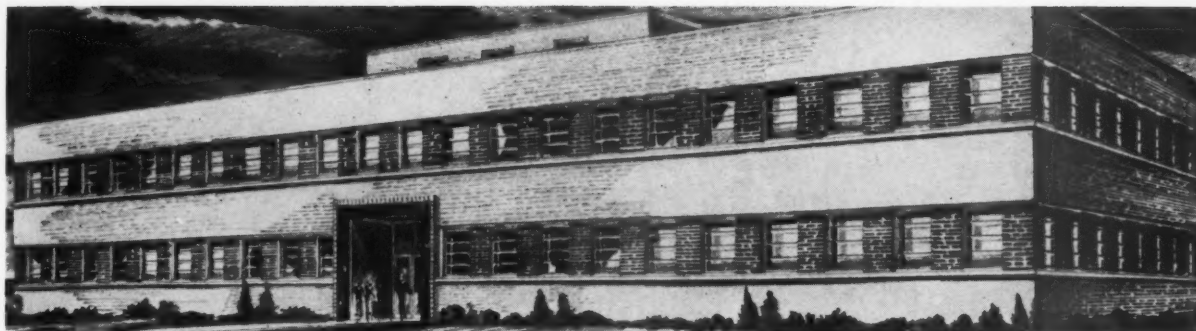


ST-4444

TEXAS DELIVERY



**TEXAS DELIVERY
N.A. FLASH
SERVICE**



July Completion Set for New Office Building

Construction of a three-story, \$225,000 office building on Central Expressway near Mockingbird Lane will be completed on or about July 1. William F. Lynch and associates, who will handle leasing for the structure, said the building will provide 13,000 square feet, with year-round air conditioning. Archi-

tect for the project is Vern E. Shanklin, and contractor is H. L. Lynch. The exterior appearance of the building will feature contrasting tones of brick with a large main entrance of granite and aluminum trim. Parking space will be provided at the side and rear of the building.

Furniture Firm Moves. The Maywood Furniture Company has moved into its new building at 134 Fordyce Street in the Trinity Industrial District. The 20,220-square-foot building will be used to manufacture ready-to-paint furniture, and also will house company offices and a warehouse.

Shoe Store Remodeled. Paul's Shoe Store at 1600 Elm recently held a formal opening after undergoing extensive remodeling and redecorating. The store features a modern exterior, trimmed in Norman pink brick, and the interior color scheme in various tones of green.

Refrigeration Firm Named. Hyde-Wilder Company, 86½ Highland Park Shopping Village, has been appointed wholesale distributor of International Harvester refrigeration and air-conditioning equipment for Dallas, Tarrant, Wichita, McLennan and Smith counties.

Drafting Supply Firm Opened. Charles Bruning Company, Inc., drafting supply and reproduction firm, has opened a regional office at 515 South Ervay with Howard E. Pound as manager. The firm will supply all types of photographic reproductions.

Maternity Shop Opened. A new Heirline Maternity Shop has been opened at 5725 Lovers Lane. The new shop, managed by Edith Godfrey, will feature complete maternity outfits for sport, evening and home wear. There are two other Heirline shops in Dallas.

Jewelry Firm Expands. The Gerwe-Brown Company, wholesale jewelers, recently moved into a new location at 1402 North Industrial Boulevard. The firm's Dallas office formerly was located in the Southland Life Building. The new building includes 3,000 square feet of space.

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ONE BILLION DOLLARS of Life Insurance in Force

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It began as a small business dedicated to the provision of sound life insurance and investment services to its three million Texas neighbors. True to these purposes, since July 4, 1903, when the first policy was issued, it has been growing in Texas and with Texas, and for many years has been the largest insurance company in the nation which confines its business to its home state.

As the Company observes the golden anniversary of its founding, it takes great pleasure in announcing that total insurance on the lives of Southwestern Life policy-owners has reached and passed \$1,000,000,000.

During a half-century Southwestern Life has helped hundreds of thousands of Texans provide a measure of financial security for themselves and their families through life insurance. More than a hundred and sixty-five million dollars has been paid to policy-owners and their families in policy benefits. More than two hundred and fifty million

dollars has been loaned to Texas real estate owners and many millions of dollars more have been invested in state and municipal bonds and corporation securities for the development of Texas.

The Company's place in the community and in the life insurance industry today is the cumulative result of these fifty years of business association with our Texas neighbors, the purchasers of Southwestern Life policies. It was and is their respect and confidence in the Company and its field representatives which enabled Southwestern Life to survive and to find its place in our free enterprise system. It is this friendship and good will which we cherish and gratefully acknowledge as we come to the end of these first fifty years and look forward to another half-century of responsible and fruitful service to the insurance-buying public.

★
Our fiftieth annual report, with many interesting sidelights on a half-century's growth, is yours on request.



Southwestern Life
Insurance Company

JAMES RALPH WOOD, PRESIDENT

HOME OFFICE • DALLAS


FAMILY PROTECTION • BUSINESS LIFE INSURANCE • ANNUITIES • PENSION PLANS • GROUP LIFE INSURANCE



Heads New Office

Jack N. Fanning is the head of the Dallas office of the newly-formed Partners' Finance, an affiliate of the Insurance Company of Texas, organized to make loans on automobiles, home furnishings and appliances. A veteran of 32 years of banking experience in Dallas, Mr. Fanning formerly was a vice president of the Texas Bank and Trust Company. Charles E. Jones has been named sales manager of the new company.

Five newly-elected members of the board of Texas Empire Life & Accident Insurance Company are F. C. GAINES, JR., ABE MEYER, FRANK STEVENS, JACK C. VAUGHN, and ANGUS WYNNE, JR.



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3 Fine Trains Daily

KATY FLYER
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TEXAS SPECIAL
Lv. Dallas Union Station 6:10 pm
Lv. Highland Park - - 6:18 pm

THE BLUEBONNET
Lv. Dallas Union Station 9:20 pm
Lv. Highland Park - - 9:28 pm

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E. C. HOUSE
Director General

Effective speaking is the first step to conquering fear. Our course goes beyond a speech class. We develop a positive attitude in thinking. Learn to face impossible problems with a smile on your face and a smile in your voice. Get to know yourself. Then and only then, can you achieve self confidence. I have trained thousands of men and women. I can help you, too!

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W. H. Kuhn Moves into Modern Building

W. H. Kuhn & Sons, plumbing, heating and air conditioning contractors, has moved into a new, modern building at Haskell Avenue and Roseland Street. Finished in deep-toned Roman brick, the building has two main entrances. The interior walls are paneled four feet from the floor with South American mahogany and the upper part, textoned. Fluorescent ceiling lighting is used and the show room has 14 spot lights. The flooring is grey marble asphalt tile. In addition to four offices there are storage, lead and small tool rooms on both floors and a conference room on the second floor. A completely exposed, "forced one pipe heating system" is used throughout the build-

ing with four heating boilers connected in a battery, pipe work, pumps, et cetera, exposed for demonstration and explanation. The heating units are individually controlled with Solenoid thermostats and valves. Floor, wall and ceiling radiant panels use copper tubing. Each panel having separate controls makes demonstration and comparison of efficiency possible. There are also displays of different types of heating units designed for hot water heating, such as: convectors, fin tube units, base-board heaters and ceiling unit heaters. During the heating season this system will be available to manufacturers for demonstrations to architects, engineers, builders and the trade.

Gas Facilities Expansion Due. Lone Star Gas Company recently announced a \$3,269,000 construction program to increase natural gas facilities in the Dallas-Fort Worth area. Construction on the project, which will include 73 miles of gathering and transmission pipe lines, is due to begin in June. The new facilities will enable the company to move gas into the area at a rate of 120,000,000 feet per day, an increase of 50,000,000 feet.

Office Supply Dealer Named. Finger Office Equipment Company has been named exclusive dealers in the Southwest for All-Steel office equipment.

Paint Works Expanded. A \$20,000 addition to the Like-Nu Auto Paint Works at 3033 Commerce has been recently completed. The expanded facilities will enable car owners to have their automobiles repainted in one day.

One-Stop Store Reopened. Skillern's Drugstore No. 13 at 325 East Jefferson has reopened after extensive remodeling has fitted the store for "one-stop" shopping. A grocery department and soft-goods departments have been added to the store's numerous other sections. Fred Kriskke is manager of the new store. He will be assisted by Glynn Hewett, who also will serve as manager of the grocery department.

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Serving Dallas firms and individuals by protecting their property and persons with properly arranged insurance since 1922. May we help you by applying our thirty-one years of "know how" to your insurance problems?

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— DALLAS —

801 Republic Bank Building

Agents Group Operates Dallas' Placement Plan

INSURANCE on city and public property can be a handsome gift from politicians to their friends. But not in Dallas.

For the past 22 years, the Insurance Placement Board of Dallas, a service of the Dallas Association of Insurance Agents, has kept politics out of the public's insurance business.

The board handles all policies that are written for the city, county, city-county hospital, city park board, Dallas Independent School District and the Dallas Housing Authority.

Prior to setting up the board in 1931, each of Dallas' nine city councilmen could hand out one-ninth of the city's insurance to an agent of his choice. This meant that the insurance on large city buildings and property was sometimes divided among several different agents.

Today, the full amount of insurance is written in only one company, which eliminates much of the paper work. Business is placed with three companies and six general agencies domiciled in Dallas and paying local taxes. By reinsurance, one-ninth of each policy is ceded automatically to each of the participating companies.

Frequently help is given to the placement board by members of the Dallas



SERVICE TO DALLAS is the chief aim of the Dallas Association of Insurance Agents. Above, Arthur E. W. Barrett, left, president, and John Barr, center, public relations committee chairman, discuss a project with Roger Thompson, a member of the group.

Association of Insurance Agents who do not write any of the insurance themselves. These agents realize that their entire industry and all the taxpayers of Dallas profit from the placement plan.

The issuance of a single basic policy for each piece of assured property increases efficiency. In the event of loss, there will be only one agent, one adjuster, one proof of loss and one loss draft.

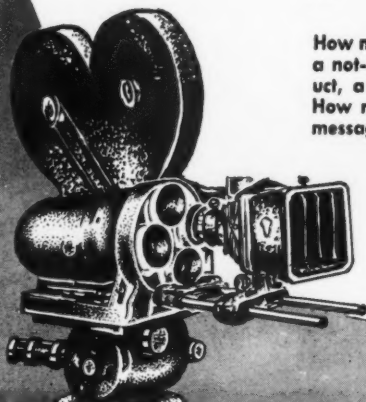
Services rendered by the placement board have turned bad risks into good risks through safety engineering with

high experience credits resulting. Perpetual inspection also reduces rates.

Last year, the association voted to spend the profits of the placement board on civic projects related to the insurance business.

The 1953 placement board is managed by Max Scheid, executive secretary of the association, assisted by Mrs. Mary Lee Scoggins. O. H. Ridgeway, retired Dallas representative of the Texas fire insurance department, does inspection, rating and diagram work.

**KNOW your sales message gets to the customer EVERY TIME
PUT YOUR STORY ON FILM**



How many films have you seen that drive home a not-easily forgotten message about a product, a service, a safety procedure, a history? How many times have you wished for such a message for your product? Too costly? That's where you'll be surprised! Why not get the facts? Write today for details on the finest and best equipped film production studio in the Southwest. Complete service from script to screen. Write or call JU-3692 for details today.



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WINSTON CHURCHILL Said:

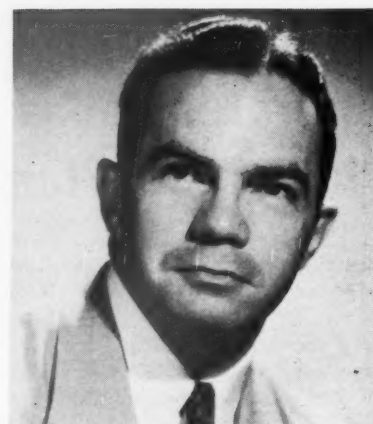
"I would like to write the word 'insure' over the door of every cottage and upon the blotting book of every man, because I am convinced that for sacrifices which are inconceivably small, families can be secured against catastrophies which otherwise would smash them up forever."

Ray Campbell, Jr.

GENERAL AGENT

MASSACHUSETTSMUTUAL LIFE INSURANCE CO.

1200 Tower Petroleum Building...Call PR-8872



New Vice President

Erle C. Patrick has been elevated to the vice presidency of Southwestern Fire and Casualty Company. He has been secretary of the company in its four years of operation. Mr. Patrick formerly was associated with Southwestern's predecessor firm, T. A. Manning & Sons insurance agency. He currently is vice president of the Texas Association of Managing General Agents.



1523 COMMERCE STREET

PHONE PR-8581

Help the Cook?

...of course you do, when you choose colorful dining furniture that will retain its neat appearance under hard usage. You help the cook make dining a pleasure every day. Not only that... but you take a big step toward assuring employee satisfaction and good will. Eastman Kodak Company, Dallas Branch, asked Stewart Office Supply Company for their assistance and here you see the result — a beautiful cafeteria that will stay beautiful through constant usage day after day... a pleasant place to dine and to relax.

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Stewart's

STATIONERS • OFFICE OUTFITTERS

DALLAS • APRIL, 1953

Seismic Unit Planned. Southern Methodist University will soon begin construction of a seismograph station which will record earthquakes anywhere in the world, university officials have announced. The station, which probably will be located in the Fondren science building on the campus, will be financed by a \$20,000 campaign drive by the Dallas Geophysical Society.

Metals Firm Formed. The Murdock Lead Products Company, a new Dallas firm, has purchased the Eagle-Picher Sales Company's plant at 2800 North Westmoreland Road. The new company was formed by W. F. Murdock, president, who had previously been with Eagle-Picher for 35 years. No changes have been made in the Dallas plant.

Opens New Building. Elgin Corporation, a new firm offering oil well surveying service, has opened a new 5,000-square-foot building at 179 Parkhouse in the Trinity Industrial District. The brick building has 1,500 square feet of air-conditioned office space. The remaining space is devoted to a shop where the company trucks are equipped for surveying jobs. Sixty of these trucks, mounted with geophysical units, soon will be operating in southwest oil fields.

Warehouse Space Doubled. Permatex Company recently doubled its warehouse and distribution space at 2815 Main. The company manufactures automotive and industrial maintenance chemicals. William B. Kyle is southwestern district manager for the company.

Envelope Wins Honors. An envelope designed by H. E. (Gene) Collins has been awarded top honors in an envelope design contest held by the Envelope Institute of America. Mr. Collins, sales representative of the Hesse Envelope Company, designed the winning envelope for the Dallas Automobile Club, Inc. The envelope was used in a direct mail membership drive.

Midway Opens. The million-dollar State Fair Midway opened recently for its longest spring-and-summer season. The Midway, with 19 concessionaries and 38 rides, will remain open until September 27, when it will close to prepare for the State Fair of Texas. Rides start turning at 6 p.m. on weekdays and at 2 p.m. on Sundays.



President Carr P. Collins



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Although this firm has just completed its seventh year of business, the combined experience of its five active principals in investment banking is almost 110 years.

THE FACILITIES OF THIS FIRM, ONE OF SEVERAL HUNDRED INVESTMENT BANKING FIRMS IN THIS COUNTRY, INCLUDE:

Origination — a group concerned with the design and origination of securities of every type to furnish capital funds for cities and districts and to corporations, both large and small.

Sales — making available to banks and their trust departments, to individuals, and to insurance companies and pension funds a diversified list of securities to meet their particular needs.

Municipal — where obligations of Texas

counties, cities and districts are purchased, either directly from the borrowing subdivision, or in the open market for our own account and made available to investors everywhere.

Trading — affording investors a market place for the purchase and sale of bonds and preferred and common stocks.

Statistical — the analysis of corporate results and municipal credits undertaken by qualified personnel in each field.

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T.&P. Promotes Counsel

J. T. (Tom) Suggs, general counsel of the Texas and Pacific Railway Company, has been promoted to the new position of vice president and general counsel of the company. Mr. Suggs, a native of Denison and a graduate of the University of Texas, joined T.&P. in 1944. Prior to that, he practiced law in Denison and Dallas and served as judge of the Fifty-ninth District from 1938 to 1944.

♦ ♦ ♦

BOB SHOBERT, formerly assistant manager of Youngblood's restaurant at 126 East Colorado, has been named manager of the restaurant.

♦ ♦ ♦

New Dallas district sales manager for the Republic Carloading & Distributing Company, Inc., is CLAUDE E. HUNDLEY, who has been with the firm since 1946.

♦ ♦ ♦

ANDREW F. SHANNON has been promoted to purchasing agent for Southland Supply Company, Inc., distributors of plumbing, heating and industrial supplies.

♦ ♦ ♦

CHARLES C. McGEHEE of Memphis, Tennessee, has joined Blatz Brewing Company as director of southwestern sales with headquarters in Dallas.

♦ ♦ ♦

FRANK P. ESTES, who has had 15 years experience in credit work, has been named credit manager of Bond Clothes, 1520 Main.

♦ ♦ ♦

Named assistant zone manager for Nash Motors in the Dallas area is R. B. MILLER, a member of the firm's sales force since 1945.

DALLAS • APRIL, 1953

IN THE LONG RUN

quality in every piece of equipment... any item of supply you buy is *plus value*, that definitely saves you time and money in the long run.

From thousands of manufacturers' lines, Briggs-Weaver carefully selects those products that give *plus value*... only 53 years experience has taught us it pays!

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KIRKPATRICK-THOMPSON CO.

PRAETORIAN BLDG.

RA-7184

(BOB, CULLUM & BOB THOMPSON, JR.)

Mexican Cafe Opened. The Tupinamba Mexican Cafe, recently opened at 2131 Fort Worth Avenue in the Stevens Park Shopping Village, features all types of Mexican food, steaks, sea food and chicken. The cafe, operated by Mr. and Mrs. Froylan Dominguez, is open from 11 a.m. to 2 a.m. and will accommodate 118.

Box Plant Purchased. Krafco Container Corporation, Dallas maker of corrugated containers, has purchased the outstanding stock of Krafco Container Corporation of Kansas City, it was announced recently. The Dallas firm has been a minority stockholder in the Kansas City plant, which will now be operated as a wholly-owned subsidiary.

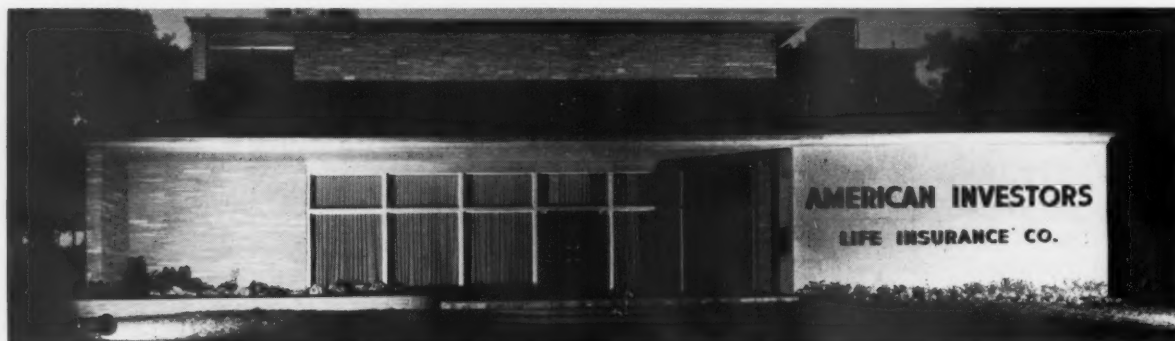
Dallas Gets Model Home. *Better Homes and Gardens* magazine has selected Dallas as the site for its "Readers Choice" model home. The home will be built by Truett A. Bishop as a feature of national home month in September.

Business Expanded. John C. Mayfield, distributors of Yale & Towne materials handling equipment, recently leased a warehouse, office and yard space at 352 South Industrial Boulevard. Jack Matthews is Dallas manager of the firm.

Rope Firm Expands. The Union Wire Rope Corporation of Kansas City, Missouri, has leased a 6,750-square-foot building at 147 Howell to provide the firm with additional warehouse space.

Department Store Opens. The fifth Levine's department store in the Greater Dallas area opened recently at 5439 East Grand Avenue. The store carries a complete line of merchandise for the entire family, plus home furnishings. It is the twenty-fifth Levine's store in the three-state chain.

Postal Zone Reshuffling. Dallas will be rezoned effective May 1 by the Post Office to facilitate mail handling in the city, according to Postmaster J. Howard Payne. The number of zones dividing the city for postal purposes will be increased from 17 to 32. Each dwelling unit affected by the rezoning will be notified.



HOME OFFICE BUILDING — 7223 FOREST LANE

STORY OF FIVE YEARS PROGRESS

The American Investors Life Insurance Company was organized on February 8, 1948. The phenomenal growth of the company during its first five years is evidenced by the following schedule:

Year	Premium Income	Death Claims	Benefit to Living Policyholders	Capital and Surplus	Insurance in Force
1948	\$62,484.12	\$2,000.00	\$ —	\$26,595.58	\$4,298,183.00
1949	284,806.05	6,000.00	—	39,069.88	9,399,081.00
1950	538,324.60	50,106.00	4,935.38	84,271.58	12,561,550.00
1951	868,832.59	134,211.00	27,208.67	155,488.89	17,889,475.00
1952	\$1,344,154.64	\$165,685.00	\$103,117.83	\$271,914.04	\$20,824,689.00

Since January 1, 1953, the American Investors has purchased the business in force of another Texas company, increasing insurance in force to about \$26,000,000 and annual premium income now is about \$2,500,000.

V. K. HOWARD
President



W. O. Childress
Chairman of the Board



New East Grand Post Office Opens

The new East Grand Post Office, the eighteenth outlying unit of the Dallas postal system, was opened recently by Dallas Postmaster J. Howard Payne. The new station will permanently serve an area bounded by Texas and Pacific tracks on the south, the Santa Fe tracks on the northwest and White Rock Creek on the east. Until a new post office is opened in Casa Linda, the East Grand station will also serve much of that area. New superintendent of the station is Paul N. Williamson. His chief clerk is C. A. Smith, Jr.



Insurance Company Expands

W. O. Childress, left, chairman of the board of American Investors Life Insurance Company, and V. K. Howard, president, have announced the entry of their concern into the field of civilian insurance. Previous business of the company was with men in military service. American Investors was organized in Dallas in 1948, and growth has been rapid. In 1952, the firm had insurance in force totaling \$20,824,689, yielding a premium income of \$1,344,154. At present, premiums income is up to the \$2,000,000 mark on a yearly basis.

ROBERT E. STUART, former account executive for a Dallas advertising agency, has been appointed Dallas office manager for the O. L. Taylor Company, radio and television representatives.

Directors of the Great American Reserve Insurance Company recently promoted GLEN WALLACE, formerly superintendent of agencies, to agency vice president.



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OVER 50 YEARS OF SERVICE
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OFFERS THESE PRIME INDUSTRIAL
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- **CLOSE IN LOCATION**
5 minutes from downtown Dallas.
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On mainline M-K-T.
- **MOTOR TRANSPORT**
Strategic highway location.
- **UTILITIES**
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Will build facilities for satisfactory tenant on long-term lease or will sell sites.

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C. E. Bradley
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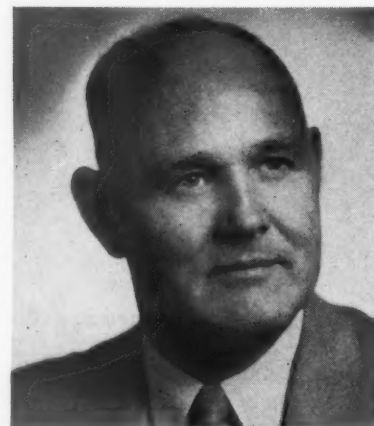
Dallas Transfer
AND TERMINAL
WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



Named Vice President

Robert E. Carl has been named vice president of William S. Henson, Inc., according to William S. Henson, president of the advertising-printing firm. Mr. Carl has been handling sales promotion for the organization which specializes in the planning and publication of annual reports, direct mail pieces and magazines. Formerly with Republic National Bank in the public relations department, Mr. Carl is now chairman of the public relations committee for the Dallas Junior Chamber of Commerce. He is also a past chairman of publicity for the Dallas Advertising League, a member of the Society of Associated Industrial Editors and Alpha Delta Sigma, national professional advertising fraternity.



Manages New Department

D. Miller has been named supervisor of the newly created drivers and safety department of Gillette Motor Transport, Inc. He has been with Gillette since 1932, serving as an over-the-road driver before his promotion. Mr. Miller will employ, process and train all road drivers for Gillette.

Let your neighbor under the **HUMBLE** sign
help you

MAP YOUR VACATION TRIP



GOING PLACES?

SEND MAPS SHOWING ☐ DIRECT ROUTE ☒ SCENIC ROUTE

VIA Humble Route TO Vacationland

RETURN VIA _____

DEPARTURE DATE May 10 NO. OF DAYS 15

NAME John Doe

ADDRESS 123 Main Street

CITY Anytown

STATE Texas

TS-51

LET HUMBLE TOURING SERVICE MAP YOUR TRIP

If you're planning an automobile trip this summer, stop at the Humble sign in your neighborhood and ask for a Touring Service Request Card.

Tell your neighbor under the Humble sign where you want to go; he does the rest.

Well before your starting date you will receive your Humble Touring Service package. It will include clearly marked road maps to any point in the U. S., Canada, or Mexico; a trip log; and other interesting and helpful information.

Stop at the Humble sign in your neighborhood for Humble Touring Service.

HUMBLE TOURING SERVICE

HUMBLE OIL & REFINING COMPANY

A must for travelers to Mexico:

Humble's road map of Mexico is up-to-the-minute, includes traffic maps of principal cities. Mexico package includes Humble's "Touristips for Mexico," a helpful booklet for travelers south of the Border. Humble Touring Service offices at Laredo and Brownsville will help you with details in crossing the border. Ask the Humble dealer in your neighborhood for Humble's "Mexico Package."



Our Kind of Success FOR 75 YEARS

You can't judge a bank's success solely by the size of the building it occupies or the total amount of its resources. Our's is a different kind of success — not based on an imposing edifice, nor fanfare, but built solidly on steady growth that comes from satisfactory service to our customers.

Compare the following figures from an old ledger sheet with those of today:

	1892	1953
DEPOSITS	\$126,000	\$15,500,000
SURPLUS (earned)	10,000	250,000
UNDIVIDED PROFITS AND RESERVES (earned) . . .	3,200	439,000
BUT . . .		
CAPITAL (The same THEN as NOW) .	150,000	150,000

YES... This has been our growth, with NO INCREASE in CAPITAL in all these years, and therein lies the unique DIFFERENCE. At no time since before the turn of the century have we called on our stockholders to subscribe additional capital. On the other hand, CASH DIVIDENDS totaling nearly \$900,000 have been paid to our stockholders out of earnings. Ours is a record impressive for its simple, unadorned success. We were here YESTERDAY... we are here TODAY... and we'll be here TOMORROW... doing business in the same friendly way, in accord with sound banking principles, in our original location... rendering every modern banking service to our customers.

J. B. ADOUE, JR., President

THE NATIONAL BANK of COMMERCE

Member Federal Deposit Insurance Corporation



Dallas' Outstanding Policeman

Thomas R. B. Ellis, a 36-year-old sergeant in the Dallas Police Department, has been named winner of the *Times Herald's* second annual award as the city's outstanding policeman during 1952. Sgt. Ellis, a member of the police department since 1948, also is a cub scout pack cub-master, a church choir director and Sunday school teacher. He received a \$250 check for winning the award.

1 1 1

ROBERT L. (BOB) AKINS has recently joined Jim Akins Company, realtors, as manager of the firm's new multiple listing service department and salesman of residential properties.



JAS. K. WILSON invites you to meet Bill Underwood of their fourth floor Young Men's Shop. Bill has recently been appointed assistant manager of this department and his experience in clothing and furnishings for the young business or college man will be of great help when you get ready to select your spring and summer wardrobe.

Advertisement



Heads Cotton Group

Arris Owen of Dallas was elected president of the Texas Cotton Association at a recent meeting of the group in Houston. J. S. Edmundson, also of Dallas, was re-elected a director of the association. The Houston meeting was the group's forty-second annual convention.

♦ ♦ ♦

WILL HELTON has been appointed superintendent of dry storage at Alford Refrigerated Warehouses' Cadiz Street plant, with B. J. BLASINGAME named his assistant.

♦ ♦ ♦

Promoted from associate manager to sales manager of the Dillon Scale and Equipment Company, Inc., was J. J. WORTHAM, who will have charge of the firm's branch sales office throughout Texas.

♦ ♦ ♦

OTTO B. BOHNY has been named vice president in charge of the mutual fund department of Garrett and Company, which furnishes quotations on all listed funds and maintains daily markets.

♦ ♦ ♦

Engineering Contractor J. RUTLEDGE HILL has been named vice chairman of the Texas State Hospitals and Special Schools Board.

♦ ♦ ♦

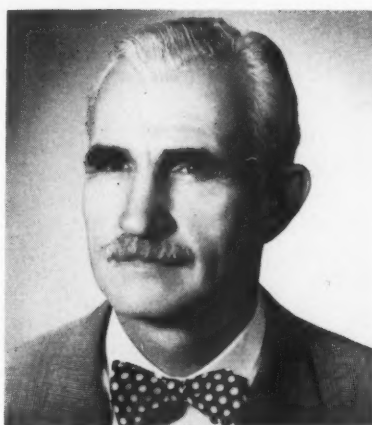
MRS. BELMA MEEKER, an elementary school consultant and reading specialist in the Highland Park Independent School District, has been elected to head District Five of the Texas State Teachers Association.

♦ ♦ ♦

Appointed to the sales staff of Wyeth Laboratories of Philadelphia, is WILLIAM STRAWN, who will be headquartered in Dallas.

A DECADE OF *Distinguished Leadership*

UNIVERSAL LIFE AND ACCIDENT INSURANCE
COMPANY'S GROWTH SOUND AND PROGRESSIVE
UNDER TEN-YEAR DIRECTION OF
PRESIDENT HARRY BRODNAX



HARRY BRODNAX, President
Universal Life and Accident Insurance
Company

In May, Harry Brodnax will celebrate his tenth anniversary as President of the Universal Life and Accident Insurance Company. With the company since 1931, Mr. Brodnax succeeded his father, the late Whitaker Broadnax, as Universal's directing head in 1943.

During the past ten years, Universal's growth has been solid and rapid. Typical of this growth has been the consistent, progressive increase in the assets of the Company:

Assets as of December 31, 1942.....	\$1,216,109.68
Assets as of December 31, 1943.....	1,563,580.80
Assets as of December 31, 1944.....	2,075,624.34
Assets as of December 31, 1945.....	2,729,915.55
Assets as of December 31, 1946.....	3,463,521.78
Assets as of December 31, 1947.....	4,197,814.22
Assets as of December 31, 1948.....	5,027,343.04
Assets as of December 31, 1949.....	5,970,720.95
Assets as of December 31, 1950.....	6,787,481.32
Assets as of December 31, 1951.....	7,821,700.69
ASSETS AS OF DECEMBER 31, 1952.....	9,297,673.74

Associated with Mr. Broadnax — as directors, officers, employees and field representatives — are men and women of high character and broad vision who are conscientiously dedicated to the future growth and prosperity of the Universal and to the service of mankind through the great institution of life insurance.

UNIVERSAL LIFE & ACCIDENT INSURANCE COMPANY

HOME OFFICE: DALLAS, TEXAS



Family SECURITY The American Way

Life Insurance is the American way of providing protection and security for America's families. The number of policyholders increased from 67 million in 1942 to 88 million in 1952, while the amount of life insurance in force increased from 128 billion dollars to 276 billion.

Life Insurance provides American families with an insured saving plan, it protects families against loss of income, it guarantees education for children, it provides funds for retirement and security for old age.

Yes, Life Insurance is the great provider for the American family. Ask the Southland Representative to show you the many ways Life Insurance can serve you and your family.

ASSETS OVER \$158,000,000
Insurance in Force Over \$753,000,000
Paid to Policyholders and Beneficiaries
over \$108,000,000

**SOUTHLAND LIFE
INSURANCE COMPANY**

"Serving Since 1908"

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY
DORSEY BUILDING • DALLAS



Named Manager

Earl J. Feldman has been named manager of the Dallas distribution house of Western Electric Company, Inc. Mr. Feldman joined the telephone manufacturing concern in 1924. Since last September, he has been manager of the company's distribution house in Houston.

♦ ♦ ♦

LEWIS W. MacNAUGHTON, president of DeGolyer & MacNaughton, has been elected an associate member of the American Institute of Management.

♦ ♦ ♦

JAMES T. HARKER has been transferred to Dallas by the General Electric Company to work in the silicone rubber division of the firm. He has been with the company since 1951.

♦ ♦ ♦

The Dodge division of the Chrysler Corporation has announced the promotion of GEORGE L. BEARD from assistant manager to manager of the company's Dallas regional offices.

♦ ♦ ♦

Newly named secretary-treasurer of Kitchen-Quip Finance, Inc., is RICHARD E. SITTEL, manager of the company before being named to the board of directors.

♦ ♦ ♦

C. J. (ANDY) ANDERSON has joined Texas Empire Life and Accident Insurance Company as an agent, after five years experience in the insurance business.

♦ ♦ ♦

HENRY LEFTON has been reappointed manager of Seymour's Clothing Store, which he managed from 1943 to 1950.



Heads Dairymen

H. E. Hartfelder, Dallas dairy executive, is the newly-elected president of the Dairy Products Institute of Texas. He is vice president of Oak Farms, Ltd. He was named to the post at the group's 45th convention held recently at the Adolphus Hotel.



Heads Toastmasters

Charles D. West was installed recently as president of the Cotton Bowl Toastmasters Club. Other new officers are Roy Duke, vice president; Perk Perkins, secretary; Bob Baskett, treasurer; Bob Lane, sergeant at arms; Jay Pierce, educational director and Fred Wiedemann, deputy governor. The new slate will serve six-month terms with the exception of the educational director and deputy governor.

JAMES W. CAMPBELL has been named to head an office opened by Maintenance Engineering Corporation, at 1330 North Industrial, from where he will represent Lukens Steel Company and its divisions in North Texas.

DALLAS • APRIL, 1953

Dallas' Newest Financial Institution is ready to serve you!

Insured Savings

Also legal investment for All Texas Corporations, Banks, Insurance Companies, Trust Companies, Fiduciaries, Political Subdivisions, etc.

OFFICERS

L. E. GUILLOT
President

JACK L. COKE
*Vice-President and
General Counsel*

ALLAN LUNDAHL
Secretary-Treasurer

DIRECTORS

F. A. BLANKENBECKLER, JR.
*Carlisle Chevrolet Co.
Waxahachie, Texas*

JACK L. COKE
Coke & Coke, Attorneys

CARR P. COLLINS, JR.
Fidelity Union Life Insurance Co.

L. E. GUILLOT
Insurance

W. C. JACKSON, JR.
*President, First Southwest Co.
Investment Bankers*

ALLAN LUNDAHL
*Secretary-Treasurer
Southwest Savings Association*

GRIFFITH MOORE
Investments

THOMAS A. ROSE, JR.
President, Bennett Printing Co.

LOYD B. SANDS
Hunt Oil Co.

R. BRUD SMITH
*Culler & Smith
Certified Public Accountants*

SOUTHWEST SAVINGS ASSOCIATION

FIDELITY UNION LIFE BUILDING • DALLAS

Telephone STerling 5195

Members

FEDERAL HOME LOAN BANK SYSTEM
Little Rock, Arkansas

FEDERAL SAVINGS AND LOAN INSURANCE CORP.
Washington, D. C.

DEALING ONLY THROUGH LOCAL AGENTS

FRANK RIMMER, SR.
J. P. RIMMER
FRANK RIMMER, JR.
TOM EAGLESTON

INLAND AND OCEAN MARINE INSURANCE
FIRE AND ALLIED LINES

TEXAS
OKLAHOMA
ARKANSAS

FRANK RIMMER & COMPANY

MANAGING GENERAL AGENTS

BRANCH OFFICES IN HOUSTON, OKLAHOMA CITY, SAN ANTONIO AND LUBBOCK
3200 MAPLE AVENUE DALLAS PHONE RI-4781

Made in Dallas Sealuxe Metal Glass Facades are Creating a Revolution on the Nation's Skyline!



"Miracles in Metals" from Dallas

From coast to coast and border to border SEALUXE Metal-Glass Facades are creating a revolution on the American skyline. They are functional! They are beautiful!

UNIVERSAL CORPORATION has displayed skill and bold planning in the manufacture of metal products that are revolutionizing the skyline of the nation.

Dallas made SEALUXE Metal-Glass Facades and SEALUXE Engineered Accessories point the way to the future with Buildings of Tomorrow . . . Today!

*UNIVERSAL can help solve your design and engineering problems.
Authorized agents are in ALL Architectural Centers to assist you.*



NEW HOTEL STATLER*
Hartford, Conn.

W. B. Tabler, Architect, New York
George A. Fuller Co., Builders,
New York

*Photo of model

Sealuxe Engineered Accessories

APPENDAGES — DEVICES — ATTACHMENTS

- Browne "Folding Flue" Windows
- Ventilating Picture Windows
- Cellular Spandrels and Fascias
- Rectangular Fins
- Polygonal Fins
- Dormer Surrounds
- Canopies (Eyebrows)
- Solar Shades
- Weather Controls
- Integral Radiation and Conduit Compartment

Universal Products are a complete "Dictionary of Devices Against the Sun." A complete "Manual of Techniques for Metal-Glass Facades."

Universal CORPORATION

6710 Denton Drive, Dallas 9, Texas

ENGINEERING • MANUFACTURING • INSTALLATION

J. P. TRAVIS, President, Creator of "Miracles in Metals"



Alumni Fund Chairman

Trammell Crow has been appointed general chairman of the 1953 Southern Methodist University Alumni Fund. A 1939 graduate of S.M.U., Mr. Crow is a real estate developer and investor. He served as Commander of the Eighth Naval District during World War II. He is a member of the American Institute of Accountants, Texas Society of C.P.A. Reserve Officers Naval Service, American Legion and the Society of Industrial Realtors.



New District Representative

Earl W. Grabhorn has been named a district representative of the Oil Industry Information Committee, a part of the oil industry's public relations program. Mr. Grabhorn, 32, formerly was president of the New Mexico Audio-Visual Association and directed that department in Artesia, New Mexico, schools. He is a director of the Audio-Visual Department of the National Education Association, holds a masters degree from Indiana University and served three years in the Navy during World War II.

1953 MARKS REPUBLIC NATIONAL'S

25TH Year of Progress!

In 1953 Republic National Life celebrates its twenty-fifth anniversary of service in meeting the public's insurance needs. While insurance in force in the nation more than doubled during the past 10 years, Republic National's insurance in force is ten times larger than it was ten years ago, reflecting the company's steady rise to prominence among insurance companies of the nation.

LIFE • HEALTH • ACCIDENT • MEDICAL AND SURGICAL
REIMBURSEMENT • GROUP • FRANCHISE
BROKERAGE • REINSURANCE

REPUBLIC NATIONAL LIFE INSURANCE COMPANY

THEO. P. BEASLEY, PRESIDENT

HOME OFFICE: DALLAS

Life Insurance In Force Exceeds \$440,000,000





TEXAS

OFFICE FURNITURE CO.

Art Metal Desks
Jasper & Imperial Wood Desks
Thomas Upholstered Furniture
Art Metal, Sikes & Jasper Chairs
Postindex Visible Filing Systems
Art Metal Filing Cabinets
Wabash Filing Supplies
Fine Furniture Refinishing
Top Quality Office Supplies

2214 MAIN ST. • DALLAS, TEXAS • RI-3449

FIRE
WINDSTORM
EXPLOSION
MARINE
HAIL
SURETY
FIDELITY



LIABILITY

CASUALTY
LIFE
ACCIDENT
HEALTH
AUTO
AIRCRAFT
COMPENSATION

Insurance Surveys Our Specialty

RICHARD H. McLARRY & CO.

111 GUARDIAN LIFE BUILDING

RA-5151

DALLAS, TEXAS

RA-5151



... when it's
**BUSINESS
INSURANCE**
you need...

HOME INSURANCE GROUP of Dallas can provide you with complete plans on Credit, Life, Automobile, Physical Damages and Fire Insurance, in fact, the Home Group, which includes Home Life and Accident Insurance Company, Home Service Lloyds and the Trans County Mutual Insurance Company, can answer your every insurance need with the exception of accident and health.

... when it's
**BUSINESS
FORMS**
you need...



it will pay you to do as the HOME INSURANCE GROUP has done, let

ROGERSNAP DALLAS BUSINESS FORMS

plan and manufacture your carbon interleaved snap-out forms that reduce paper work detail to a minimum ... for Rogersnap specially designed business forms can streamline your office detail to a degree of efficiency that will pay for itself over and over again. Call Riverside 5816 now and let a Rogersnap representative show you how.



139 Howell St.
Dallas, Texas

TELEPHONE
RI-5816

BUSINESS FORMS

ROGERS PRINTING CO. In The Trinity Industrial District

"THE LARGEST HOME-OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS"



Heads Planning Council

J. Woodall Rodgers, attorney and former Dallas mayor, has been elected president of the Greater Dallas Planning Council. Other new officers of the group are John E. Mitchell, Jr., and W. W. Overton, Jr., vice presidents; D. Gordon Rupe, secretary, and Eugene McElvaney, treasurer.

W. W. COOPER has been promoted to Dallas district sales manager of S. C. Johnson & Son, Inc., for whom he has been a salesman since 1951.

ROBERT R. RAPHAËL, who joined Fair Park National Bank in 1948 as loan discount teller, has been named cashier.

32 YEARS OF **Industrial AUCTION and APPRAISAL Service**



Contact IRV ROSEN regarding your liquidation or appraisal problems. No obligation.

SIMPSON & CATHEY **INSURANCE** **SURETY BONDS**

SINCE 1923

604 Southwestern Life Bldg. Phone RA-3020

—DALLAS—

DALLAS • APRIL, 1953



Assistant Sales Manager

W. F. (Bill) Longendyke was recently named assistant sales manager for Saladmaster Sales, Inc., 131 Howell Street. Mr. Longendyke, who will make his home in Dallas, has been in the direct selling field since 1933. He lived in Dayton, Ohio, before taking the position with Saladmaster.

C. S. ROUSH, general sales manager of the south-central division of Moore Business Forms, Inc., has been named assistant director of marketing for the company.

Elected a vice president of Neiman-Marcus Company is MISS MARY CRAIG LLOYD, personnel director of the company since joining the specialty store in 1933.

F. ALAN TIARKS of St. Louis, Missouri, has been appointed Dallas district sales manager for Granco Steel Products Company.

E. D. ERICKSON has been named sales representative for Insulite building products in Northeastern and North Central Texas, and will be headquartered in Dallas.

Promotion of GEORGE SARRAF-IAN from account representative to Dallas branch sales supervisor of the systems department of Remington Rand, Inc., has been announced.

ROBERT P. ALLEN has been appointed supervisor of the Dallas district office of New York Life Insurance Company, for whom he formerly was a representative in the Houston office.

insurance

KENNETH MURCHISON
& COMPANY • RI-6611

1315 PACIFIC AVENUE

REAL ESTATE LOANS

Commercial
Industrial
Residential

"Real Estate Financing Since 1908"

MURRAY

INVESTMENT COMPANY

Convenient Ground Floor Location

Several Parking Stations Just a Few Steps Away

1315
Pacific
Ave.

Why not use our conference
room—seating up to 25?
Telephone STerling 3361 for
information.

Between
Field &
Akard Sts.



THE PRAETORIAN BUILDING

SINCE 1898

55 YEARS OF SERVICE

LARGEST FRATERNAL LEGAL
RESERVE LIFE INSTITUTION
IN THE ENTIRE SOUTH

THE PRAETORIANS

HOME OFFICE: PRAETORIAN BUILDING, DALLAS, TEXAS

1952
Another
Substantial
Year of
Growth

GAIN	in Premium Income	22%
GAIN	in Admitted Assets	54%
GAIN	in Surplus and Reserve	57%
GAIN	in Capital and Surplus	160%

We Offer Insurance for...

- Personal Protection
 - Hospitalization
 - Sickness — Life
 - Accident — Group
 - Individuals — Families

AN OLD LINE LEGAL RESERVE COMPANY

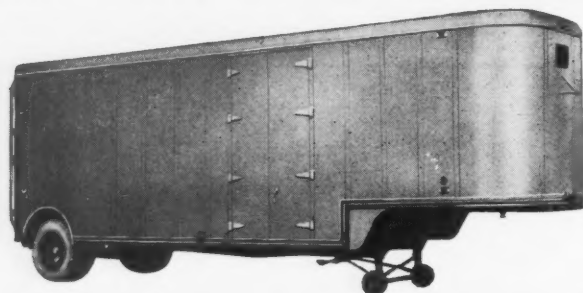
United American

• INSURANCE COMPANY •

C. L. DUNLAP, PRESIDENT

1616 FEDERAL ST., DALLAS

BUILT FOR BETTER SERVICE!



It's a fact! NABORS Warehouseman's Vans ARE built for better service — they make use of wall panels to reduce dead weight, yet maintain an enduring, trouble-free road-riding ruggedness. Available in lengths from 24-34 feet, capacities from 1200 to 2000 cubic feet.

NABORS
TRAILERS

W. C. NABORS CO.
531 W. Commerce, DALLAS
Factory & Offices, MANSFIELD, LA.
Factory Sales and Service Branches:
HOUSTON 3, TEXAS—4201 Harrisburg Blvd
MEMPHIS, TENN.—206 South Pauline St.
JACKSON, MISS.—727 South State St.



Dean of Consular Corps

P. B. (Jack) Garrett, president of the Texas Bank and Trust Company and treasurer of the Dallas Chamber of Commerce, has been named dean of the consular corps in Dallas. Mr. Garrett also is consul of Peru and Bolivia for Dallas. Other officers elected were Henry Dres, consul of Panama, vice dean, and Harold M. Young, vice consul of Brazil, secretary.

Growing
with TEXAS
FOR 23 YEARS

Great National

LIFE INSURANCE COMPANY

DALLAS

S. J. Hay, President

Phone



RA-7362
ST-1604

Muriel Briggs

By Joseph Sterne

EACH Christmas, more than half a hundred Dallas youngsters receive handmade stockings embroidered with their own names. The gifts come not from Santa, but from a resourceful Dallas insurance woman named Mrs. Muriel F. Briggs.

Mrs. Briggs doesn't wait until Thanksgiving to get started on her Christmas stockings. They represent a year-round effort. Whenever one of her policyholders becomes a parent, or whenever Mrs. Briggs signs up a new customer with children, more names go on the stocking list.

"Those stockings are nicer than anything you can find in a store," says one Southland Life secretary. "Muriel puts in about a day and a half on each one."

This month, Mrs. Briggs celebrates her "coming of age"—her twenty-first anniversary—with Southland Life Insurance Company. Such personalized selling as the Christmas stockings have qualified her for the Quarter-Million Dollar Round Table for the last 16 of these years—and once Mrs. Briggs hit the half-million dollar mark.

Even more important to Mrs. Briggs is her National Quality Award plaque. This coveted award goes to top insurance sales people who sign up policyholders who stick with life insurance.

"After all," says Mrs. Briggs, "a policy isn't much good if it is dropped after a year or two."

A successful insurance career would be the last thing you might expect from Muriel Briggs. She was born in the little town of Whitesboro near Sherman and through grammar school, high school and college gave not one thought to a business life.

Instead, Muriel concentrated on horseback riding and a strong serve that won



MURIEL F. BRIGGS

her the women's singles crown at Texas Christian University.

"To this day," she remarks, "I can't type. I can't write shorthand. And I'm terrible with mathematics. I let the company do the figuring for me while I get the signatures. You don't need a business education to sell."

In 1932, Mrs. Briggs found herself for the first time in a business office—at Southland Life's Dallas headquarters.

She wanted a job, and since all of her family and most of her friends from Whitesboro were insured by Southland, the company seemed like a good spot. Southland took her in and sent her to school for a week under Robert F. Short, who is still with Southland.

After this quick peek into the intricacies of insurance, Mrs. Briggs was "graduated." Southland gave her a rate book, a few application blanks and a Dallas telephone directory.

She was on her own.

With hardly a pause, Mrs. Briggs thumbed through the directory and noticed that the Texas Fire Commission had a group in Dallas making a map of the city.

Inside the commission offices, Mrs. Briggs came clean. "This is my first sales call," she confessed. "Here is what Southland offers. You figure what you might need."

This pitch proved as successful as her tennis serve back at T. C. U. Mrs. Briggs walked out with three new policyholders signed up.

"I wondered where I had been all my life when I made \$286 the first month," she recalls. "But the second month was horrible. I made all of \$20, and I was ready to give up."

The word-of-mouth testimony by Mrs. Briggs' first customers changed things. One person told another about the lady agent for Southland who never turned on the high pressure, who usually handed the customer a pencil and suggested that he figure how much insurance he needed.

Mrs. Briggs' sales volume started to mount.

With each new customer, Mrs. Briggs jotted down a new name in a birthday book that now lists more than 1,400 policyholders. Customers with policies of a few hundred dollars on up to \$175,000 get a card each year.

One man, for instance, took out a policy for \$1,000 in 1935. He kept up regularly with his payments and each year received a birthday card from his agent.

That was the extent of their dealings until a year ago. Then he wrote, thanked Mrs. Briggs for her cards through the years and took out a second policy for \$25,000.

"Let Us Solve Your Current Problems"

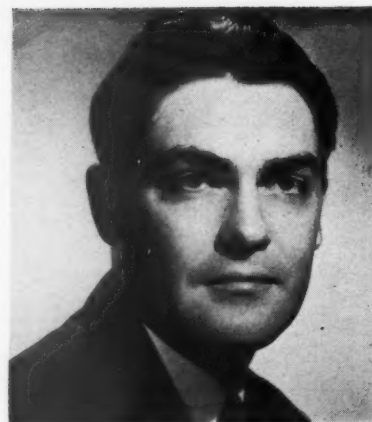
COMMERCIAL
CONSTRUCTION



INDUSTRIAL
REPAIRS

McClure Electric Co.

2633 Swiss Avenue — DALLAS — Phone Victor 8188



Gets Laundry Group Post

David P. Wallace, Jr., recently was elected president of the Texas Laundry and Dry Cleaning Association. Other Dallas men named to offices of the association are James Milholland, secretary-treasurer and Joe Hunt, sergeant at arms. The election came at a recent convention in Dallas.

✓ ✓ ✓

The appointment of JAMES P. CREECH a southwest regional representative has been announced by Consolidated Industries, Inc., which specializes in lightweight forgings and castings for aircraft.

✓ ✓ ✓

P. H. WRYE has been named Dallas district manager of Thomas J. Lipton, Inc., after being supervisor for the firm at Amarillo.

✓ ✓ ✓

Newly named copy chief for the James H. Susong Advertising Agency is DOROTHY STECKELBERG, who has been engaged in advertising work in Dallas for the past two years.

✓ ✓ ✓

The new southwestern district representative for Bryant Heater Division, Affiliated Gas Equipment, Inc., is ALEX C. STEWART, who will assist distributors in four states.

✓ ✓ ✓

Newly-elected Dallas Camera Club officers are MAX CARMICHAEL, president; PAUL CHAMBERS, vice president; R. CRAWFORD, secretary, and BEN WILSON, treasurer.

✓ ✓ ✓

Manager of Ohmart Corporation's new Dallas district office is JOHN GODBEY, who will supervise activities of the instrument-making firm in three states.

DALLAS • APRIL, 1953

Great American Reserve Insurance Company

a **LEADER** in

Dallas Home-Based Insurance Industry!

FOR THE YEAR 1952, WE WERE

AHEAD	IN LIFE INSURANCE IN FORCE	28%
AHEAD	IN SURPLUS AND RESERVES	13%
AHEAD	IN EXPANSION OF TOTAL ASSETS	20%
AHEAD	IN PREMIUM INCOME	12%

WE HAVE \$141.15 IN ASSETS FOR
EACH \$100.00 OF LIABILITIES

Call or Write for
OUR 1952 FINANCIAL STATEMENT



LIFE • ACCIDENT & HEALTH

Salesmen to serve you in Dallas and
throughout the Southwest.

GREAT AMERICAN RESERVE ★ ★ INSURANCE CO. ★ ★

DALLAS, TEXAS ★ GLEN WALLACE, Agency Vice President ★ TRAVIS T. WALLACE, President

Servel All-Year Gas Air Conditioning challenges you to Compare Both Types!

Only Gas
gives you
all these
advantages

Air Conditioning Quality Chart		GAS SERVEL	ALL OTHERS
COOLING AND HEATING Cools the air by refrigeration in summer. Supplies healthful, economical gas heating automatically in winter.		Yes	Yes
NATURAL GAS COOLING Uses natural gas, the lowest cost source of energy for refrigeration. Banishes excessive summer operating cost.		Yes	No
DEHUMIDIFIER Removes sticky, wilting humidity from air in summer. As necessary for comfort as temperature control.		Yes	Yes
FILTERS THE AIR Removes dust and irritating pollens from air. Home furnishings stay cleaner.		Yes	Yes
FRESH AIR VENTILATION Addition of outside air keeps oxygen supply high; prevents stale inside air.		Yes	Yes
FULL OR PARTIAL OPERATION Operates at speed matching cooling requirements... not on and off! Prevents build up of humidity. Prevents wide variation in temperature during summer.		Yes	No
MOTORLESS COOLING Makes costly trouble impossible from compressor, compressor motor. Assures low upkeep, long life, greater dependability. Operation is smooth, quiet.		Yes	No
FIVE YEAR GUARANTEE Your investment is protected by factory-backed guarantee.		Yes	Yes

THERE ARE ONLY TWO TYPES of air conditioners — motorless and motor-driven. Before you buy air conditioning for your business or home, you owe it to yourself to compare both types.

Because Servel's motorless refrigeration unit uses a flame for cooling, it is extra thrifty. And since there are no moving parts in heating or refrigeration units, operation is quiet, vibration-free, wear-free.

So, compare. Ask owners of both types. Ask about summer operating cost. Ask about noise. Ask about repairs.

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Servel All-Year air conditioners are available in a complete range of models — from the three-ton All-Year Conditioner to 25-ton water chiller... All-Year Conditioner or cooling alone. Compare and you'll want the only refrigeration unit and heating unit that has no moving parts; units that both run on low-cost Gas!

See your architect or builder — and call a Lone Star Gas Company representative right away.



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In addition to Servel there is Carrier Natural Gas Operated Absorption System for stores and large office buildings. Ready-Power Natural Gas Refrigeration for churches, restaurants, theaters. Natural Gas Operated Steam Turbines manufactured by well-known concerns for largest commercial and industrial installations.

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Named Medical Director

Dr. C. Frank Brown recently was named medical director of Southwestern Life Insurance Company. Associated with the firm since 1947, he has been associate medical director and then acting medical director for the company. Dr. Brown received his medical degree from the University of Texas, and has practiced in Dallas since 1922.

♦ ♦ ♦

Three Dallas men recently elected officers of the North Texas alumni chapter of the Texas College of Arts and Industries, Kingsville, are WILLIAM T. BLAIR, secretary; M. O. BEAVER, historian, and GORDON McCARLEY, public relations chairman. JERRE B. ELIOTT and R. W. GLADNEY of Dallas are board members.

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Which one will you remember . . ?

It's like asking which girl you remember . . . the dull, drab one or the one with the smile and sparkle in her eyes. Yes, light has an inestimable remembrance value whether it's a whole floodlighted skyscraper or a single light in a lonely farmhouse. It's a sign of life. The floodlighted

building stands as an indelible monument to the progress of its owners, operators, product or service. It is a silent salesman that continues to sell after most personal selling stops. It is a recognized indication of an alert business in a progressive community.



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Electricity is Cheap in Dallas



Elected Firm Official

Harry C. Webb has been elected executive vice president and director of the Pan American Sulphur Company. Associated with Texas Gulf Sulphur Company for 20 years, Mr. Webb will assume his new duties May 1. Shortly thereafter, he will move his headquarters to the company's offices in the Corrigan Tower Building. Mr. Webb worked his way up from field worker to director of public relations for Texas Gulf Sulphur.

♦ ♦ ♦

The new manager of the Washington National Insurance Company's Dallas office at 301 East Jefferson is C. W. BOYCE, a member of the company's staff since 1929.

♦ ♦ ♦

Named sales manager of Well Reconnaissance, Inc., was CURTIS KIZER, an associate member of the American Institute of Mining and Metallurgical Engineers.

♦ ♦ ♦

Newly named manager of the B. F. Goodrich retail store at 436 West Jefferson is GERALD KEELER, a native of Oak Cliff with 16 years experience in the tire business.

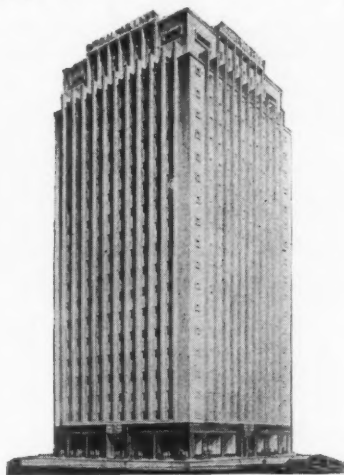
♦ ♦ ♦

WILLIAM JOHNSON has been named to head the newly-created customer relations division of Neiman-Marcus, while MISS JANE TRAHEY will succeed him as head of the sales promotion department.

♦ ♦ ♦

JOHN C. HEIN, newly-named west central division sales manager for C. H. Masland & Sons, carpet manufacturers, will have his divisional headquarters in Dallas.

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In its first full year of operation, The Insurance Company of Texas has shown spectacular growth. Year's end found this "proof of progress" — an amazing...

252% increase in assets
257% increase in capital and surplus
Agents increased from 212 to 3,262

The year also saw the formation of the ICT Group, which now comprises five companies:

The Insurance Company of Texas ICT Discount Corporation
Life Insurance Company of Texas Continental Union Insurance Company
Continental Union Life Insurance Company

This dramatic growth demonstrates forcibly that union members, their families and friends — half a million partners in progress — can and will do business with themselves. With this philosophy as its foundation, The ICT accepts the future as a challenge — an opportunity to set new records, gain new recognition, build a better America.

THE INSURANCE COMPANY OF TEXAS

Jack Cage and Company, Managers

Owned by Union Members • Building a Better America



New Field Supervisor

Larry C. Nelson has been appointed agency field supervisor of the Insurance Company of Texas. He formerly was resident vice president of Midwestern Life Insurance Company in Dallas. In his new post, Mr. Nelson will direct the program to expand agency services offered by the union member-owned company.

RAOUL JEAN JOSSET, Dallas sculptor, has been elected an associate of the National Academy of Design.



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Opens Insurance Agency

Willard Crotty has opened a general insurance agency in the Thomas Building. Mr. Crotty is a former president of the Dallas Association of Insurance Agents, of the Southwest Chapter of the Society of Chartered Property and Casualty Underwriters, and of the Dallas Junior Chamber of Commerce. A Jaycee distinguished service award winner, he is vice chairman of the Insurance Placement Board and lectures on insurance at Dallas College.



Club Names President

Larry Newman was installed recently as president of Big "D" Toastmaster Club. Mr. Newman is vice president of the Commercial Printing and Letter Service Company. Other new officers of the club are Donald R. Iglehart, vice president; Norman Chadwick, secretary; David H. Hitt, treasurer; Robert A. McCarthy, educational director; Rodman Jenkins, sergeant-at-arms, and Hilton Painter, deputy governor.

L. PHILIP BAIRD is a newly appointed assistant general agent for the Massachusetts Mutual Life Insurance Company at Dallas.

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as an added protection
to our clients.



Heads Historians

Dr. Edward H. Cary has been elected president of the Dallas Historical Society. Homer R. Mitchell, E. DeGolyer and Summerfield Roberts are new vice presidents of the society. Other officers are J. C. Muse, Jr., Sam Acheson and Rush-ton L. Ardrey. Dr. Herbert Gambrell was retained as historical director of the society and Virginia Leddy Gambrell was re-appointed director of the Hall of State museum.

Universal Life Buys Home Office Building

Universal Life and Accident Insurance Company of Dallas this month announced purchase of the Norman Building to be home office of the concern.

Harry Brodnax, president, said the company would move into its new quarters in September. This firm will occupy the third floor and a penthouse, affording 12,500 square feet of space.

At a recent stockholders' meeting, an increase in the capital stock of the company from \$800,000 to \$1,000,000 by the transfer of \$200,000 from the surplus account to capital was approved.

Directors re-elected for 1953 were J. B. Adoue, Jr., chairman; Mr. Brodnax, Harold F. Boss, Dr. Robert B. Giles, P. B. Keller, Harry I. Maxson, David Metzger, Ira T. Moore, Julius Schepps, Robert G. Storey and Gus Wortham.

The directors, in turn, elected George Jefferies assistant secretary and re-elected the following officers: Mr. Brodnax, president; J. D. Churchill, vice president and actuary; Mr. Boss, vice president; E. G. Hughett, secretary; R. V. Haney, assistant secretary; Dr. Giles, medical director, and Mr. Storey, general counsel.

Maurice I. Carlson was re-appointed director of ordinary sales.

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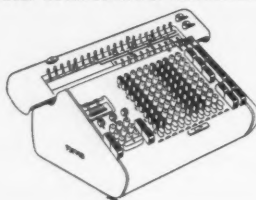
Phone Victor 1656

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Air Associates President Visits Dallas

James E. Ashman, right, new president of Air Associates, Inc., was in Dallas recently on an inspection tour of his company's properties and allied industries. With Robert B. Kenty, left, Air Associates Dallas branch manager, he visited the plants of Temco Aircraft Corporation and Chance Vought Aircraft Division of United Aircraft Corporation. The two executives also were picked up by a Bell helicopter and taken for a trip to the Bell plant at Hurst. Mr. Ashman formerly was executive vice president of Rockwell Manufacturing Company, manufacturers of Delta Power Tools, and also served as procedure director for United States Steel Corporation.

DR. G. F. GOFF of Dallas has been named president-elect of the Texas Association of Obstetricians and Gynecologists.

Colgate-Palmolive-Peet Company has appointed B. V. ARDIS Dallas district sales supervisor to assist FRANK BETTIN, district manager.

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Alphonso Ragland, Jr.

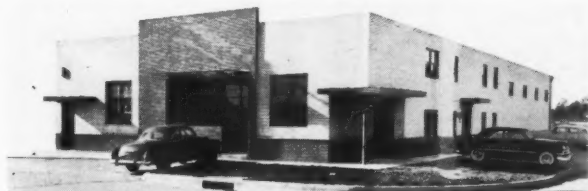
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R. F. Young
General Agent

Fred Wiedemann
Regional Sales Director

The Franklin Life Insurance Company

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American Title Company Opens Dallas Offices

The newly-organized American Title Company recently opened Dallas offices at 1014 Mercantile Bank Building and 3060 Mockingbird Lane.

According to William R. Knight, president of the locally owned stock company, the firm will issue the policies of the Houston Title Guaranty Company.

Other officers of the new title insurance company are Robert K. McLemore, executive vice president, and John R. Carmichael and W. B. Post, vice presidents. Mr. Carmichael heads the firm's Mockingbird Lane office.

Directors of the company are Sam Lett, George F. Mixon and G. Dulany Lingo, Dallas property developers; Mr. Knight, Mr. McLemore and Attorney Joe C. Stephens, Jr., the firm's general counsel.

E. W. (NED) MARSHALL, with eight years experience in the insurance business, has been appointed regional group manager of the Texas division of California-Western States Life Insurance Company.

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PRAETORIAN BUILDING

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Heads Alumni Group

Bob Cullum has been named the national president of the Southern Methodist University Alumni Association. Other officers recently announced by the board of directors are Richard M. Smith, first vice president; Walter Cousins, second vice president; Layton W. Bailey, treasurer, and George Bushong, executive secretary. The officers were named during the annual Hilltop Corral held in Dallas recently.

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On Poydras Through to Commerce

FIVE YEAR HISTORY OF GROWTH

	ADMITTED ASSETS	GROSS PREMIUM INCOME	INSURANCE IN FORCE
1948	\$ 54,227.44	\$ 267,836.33	\$ 8,665,451.00
1949	310,787.86	682,795.82	16,248,667.00
1950	1,705,048.52	1,041,327.86	25,035,526.00
1951	2,758,001.38	1,845,025.08	50,513,189.00
1952	3,549,144.15	2,640,297.64	56,627,839.00

TOTAL INCOME FROM ALL SOURCES FOR 1952 — \$3,077,981.00

The International Fidelity
INSURANCE COMPANY

FIDELITY BLDG. — 1000 MAIN STREET



POYDRAS THROUGH TO COMMERCE



Eugene Fant Purchases Roofing Supply Company

The New Process Roofing and Supply Corporation, a Dallas wholesale concern for 47 years, has been purchased by Eugene R. Fant, a member of the Dallas construction industry for several years.

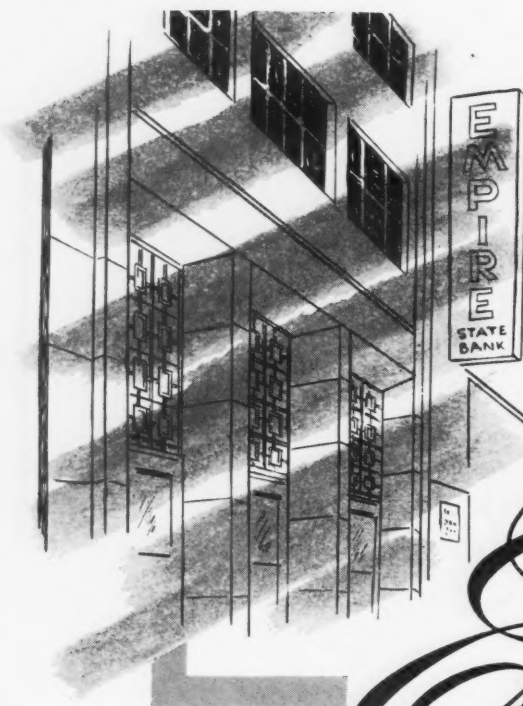
The company, with general offices at 1709 Lamar Street, supplies the building trade in North and Central Texas with steel, roofing products and other building supplies.

Jack W. Hall has been named general sales manager of the company. Frank Bowen is city sales manager; R. Jay Freeman is director of sales of the roofing division, and Jim Holman is the firm's representative in Fort Worth.

Mr. Fant formerly was with United States Steel Corporation. He has been owner of Mid-West Materials, Inc., of Dallas for the past seven years.

♦ ♦ ♦

Now associated with Group Hospital Service, Inc., are ROBERT S. HAWTHORNE, named hospital and professional relations representative, and ROBERT K. KIMBRELL, who became assistant to the director of public relations.



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in Town . . .**

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FEDERAL RESERVE
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Empire
STATE BANK OF DALLAS

1808 MAIN STREET BETWEEN ERVAY AND ST. PAUL



Named Engineer Group Head

W. T. Kimery was recently named chairman of the southwestern section of the Illuminating Engineering Society. Mr. Kimery, a lighting specialist with Dallas Power & Light Company, has been secretary of the southwestern section of the society for five years. He has been a member of the board of managers for three years.

Named Dallas sales representative for Ames, Emerich and Company, investment bankers, is ROGER EVANS, formerly sales representative for Dempsey and Company.

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SCHNEIDER, BERNET & HICKMAN

MEMBER MIDWEST STOCK EXCHANGE

SOUTHWESTERN LIFE BUILDING

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DALLAS

ST-1201

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GENERAL AGENTS

General American Life Insurance Company

DENNIS G. COLWELL, *General Agent*

Special Agents: SMACK REISOR, C. B. COOPER,
CLARENCE A. WEST, JERRY AHERN

Group Representative: WALLACE L. WINGFIELD

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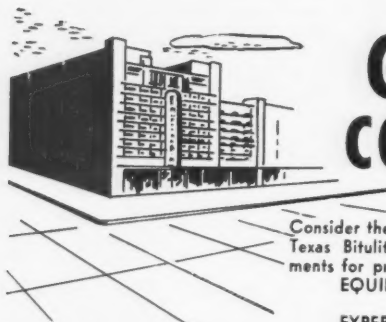
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EQUIPMENTover \$1,000,000 in modern machinery.

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S. W. CHRISTIAN

ST-2187

SPARKMAN-BRAND Inc.

Morticians

ROSS AT PEARL

Republic Insurance

(Continued from Page 20)

A third company had virtually joined Commonwealth and Austin in late November, 1911, when the International Fire Insurance Company of Fort Worth entered into an underwriting agreement.

Thereafter, these companies called themselves the "Texas Companies" but were referred to in insurance circles as the "Little Texas Companies."

Subsequently, the name was changed to Republic Insurance Company.

The company continued to expand and in 1930, Mr. Pillet became president and Ike Jalonick chairman of the board. The company continued under his direction until 1942, when he became president emeritus and Hugh Gaffney succeeded him as president.

From a small Texas stock fire insurance company with capital of \$100,000, Republic Insurance Company has risen to an important place in the insurance world with assets of \$27,123,961 and policyholders surplus of \$10,397,342. It is today writing business in 28 states. It has an office building on Cedar Springs Road and owns two other buildings. The story of the Republic represents a bright star in the rise of Dallas as one of the nation's greatest insurance centers.

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Grand Opera

(Continued from Page 24)

earlier performance in Dallas of this Wagner masterpiece . . . chance to have Ramon Vinay (Tristan) and Margaret Harshaw (Isolde) in advance of their appearances next summer at the Wagner Festspielhaus, Bayreuth, under the management of the Wagner family . . . fine roles for the admired Blanche Thebom (Brangaene) . . . introduction of the Met's German wing including Sigurd Bjoerling, Deszo Ernster and others . . . Fritz Stiedry, another eminent conductor of the day, for the glowing, symphonic score.

We don't want to give the idea that Mr. Kramer took only the best he could find in the tour pool. For one thing Dallas has a preferred position on Metropolitan tours, being the pivot city for this part of the country. Mr. Kramer opened the subjects of "Der Rosenkavalier" and "Tristan" early last autumn and his or Dallas' wishes probably account for their inclusion in the traveling repertory.

The "Tristan" took some doing as the opera company said three times it could not travel this work or rather its huge ship for Act I. Mr. Kramer insisted and finally got his way.

His effort should be rewarded by a teeming hall on Sunday afternoon, May 10. If it isn't we doubt that Mr. Kramer will lose sleep over it.

"Opera is not only our spring festival but also a part of our local civilization", he explained. "It is inconceivable that there should be no 'Tristan und Isolde' in Dallas' operatic background. We made a fight for a work that may or may not be the most popular at the box-office. But it is certainly one of the most important productions we have ever brought to Dallas."

So the Dallas Grand Opera Association hasn't been spoiled by twelve seasons without a deficit. The esthetic ideal beckons — a little, anyway.

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Gaston at Oakland Dallas

If you like beer... You'll Love Schlitz

'ROUND THE CLOCK and 'round the calendar—day in and day out—Schlitz quality is assured by hundreds of special, rigid safeguards.

That's why every time you taste Schlitz, it *always* has the same *matchless flavor*... the flavor that has made this one beer America's first choice over all others.

Never bitter, never harsh—the light, dry and winsome flavor of Schlitz sparkles with “just the *kiss* of the hops.”

That's why more bottles and cans of Schlitz are sold—*millions more*—than any other beer.

Sales prove Schlitz is the beer the world loves best.



HOW THE MATCHLESS FLAVOR OF SCHLITZ IS PROTECTED

Clear glass offers no protection from the harmful rays of light. Research demonstrates that the Brown Bottle (pioneered by Schlitz) gives beer protection just as a ten-gallon hat protects a cowboy from the damaging rays of sunlight.



ON TV EVERY WEEK—the popular “Schlitz Playhouse of Stars.” See your newspaper for time and station.

First in Sales

The Beer that Made Milwaukee Famous

© 1953—Jos. Schlitz Brewing Company, Milwaukee, Wis.



Named to Regents Board

Harry Lemmons, president of Saladmaster Sales, Inc., of Dallas, recently was appointed to the board of regents of the graduate school of sales management and marketing at Rutgers University. The board, made up of business leaders from over the nation, will hold its first session on the New Brunswick, New Jersey, campus in August. Mr. Lemmons' firm has grown from a \$9,000 concern to a multi-million dollar business in six years.



Credit Group President

D. M. Hackley has been re-elected president of the Dallas Chapter of Credit Unions and the Texas Federal Credit Union. Other new officers of the Dallas group are O. W. Dunn, vice president; William I. Beard, treasurer and clerk, and Harry V. Wheat and Mrs. Marcy H. Wright, assistant treasurers and clerks.

GEORGE W. JALONICK, III, vice president in charge of sales at Southwest Airmotive Company, has been appointed to membership on the 12-man C.A.A. Aviation Development Advisory Committee.

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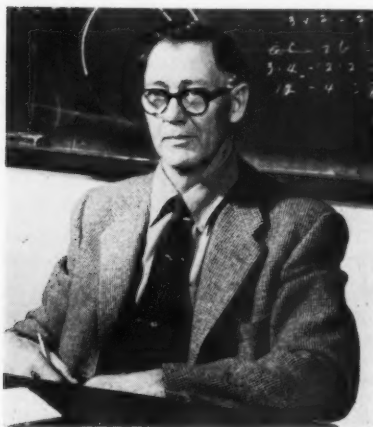
TOM McHALE
Advertising Manager

Business Magazine of America's
Number One Region of
Opportunity



Heads Transportation Group

Albert F. Hatcher, division freight agent for Chicago, Rock Island and Pacific Railroad Company, has been named president of the Dallas Chapter of the National Defense Transportation Association. Other officers recently elected are R. W. Collingsworth, first vice president; Bradford S. Gibson, second vice president, and Col. William N. McKinney, secretary-treasurer.

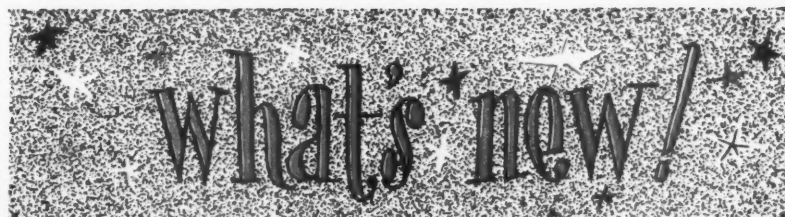


Heads Schoolmen's Club

W. D. Woods, a Crozier Technical High School teacher, has been elected president of the Dallas Schoolmen's Club. Other officers are Paul F. Allen of Woodrow Wilson, first vice president; Wade W. Thompson of Hillcrest High, second vice president; Dwane Russell of South Oak Cliff, third vice president; Sylvester Rains of Greiner Junior High, secretary, and Robert Bender of Crozier Tech, treasurer.

Newly elected members of the Brown-Ferris Machinery Company board of directors are W. F. WOOLDRIDGE, B. V. CHRISTIE, G. MITCHELL DEANE, L. C. FULLER, NETH L. LEACHMAN, H. M. LOVETT and DOYLE MOWRER.

DALLAS • APRIL, 1953



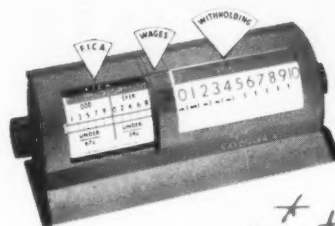
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Display your name where your customers can't forget it...on the front of the products you sell! Brilliantly printed in two sparkling colors on durable chrome metal, "AUTOGRAPHS" need no screws, rivets or tacks to bond them for life on any grease-free surface. May be patterned after your letterhead, or any other design you prefer. Printed surface is protected with abrasive-resistant baked lacquer that won't crack, even with severe bending.

QUANTITY		SIZE No. 1	SIZE No. 2	SIZE No. 3
5,000	PER M	\$ 53.00	\$ 63.00	\$ 98.00
2,500	PER M	67.50	77.50	112.50
1,000	TOTAL:	90.00	100.00	135.00
500	TOTAL:	65.00	72.50	97.50
250	TOTAL:	45.00	50.00	67.50

ELECTRIC PENCIL SHARPENER

The handiest office item in years... just insert the pencil, and there's your point! Self operating switch puts in motion the finely tempered cutters and you have your choice of a medium, fine, or extra fine point in a flash. Cutting action stops automatically when the correct point is obtained. The attractive lines of its grained mahogany plastic case add a distinctive tone to home or office...Makes an unusual, distinctive, and appreciated gift. **\$28.00**



"Split Second" PAYROLL TAX CALCULATOR

A simple twist of the fingers obtains accurate payroll deductions on a single line...from any wage paid, regardless of dependents or pay period. Using government approved calculations, this calculator pays for itself in 30 days. For any payroll schedule: weekly, bi-weekly, monthly, semi-monthly. Money-back 30-day guarantee. Complete, ready to use. **\$18.75**

WRITE OR CALL BENNETTS TODAY!

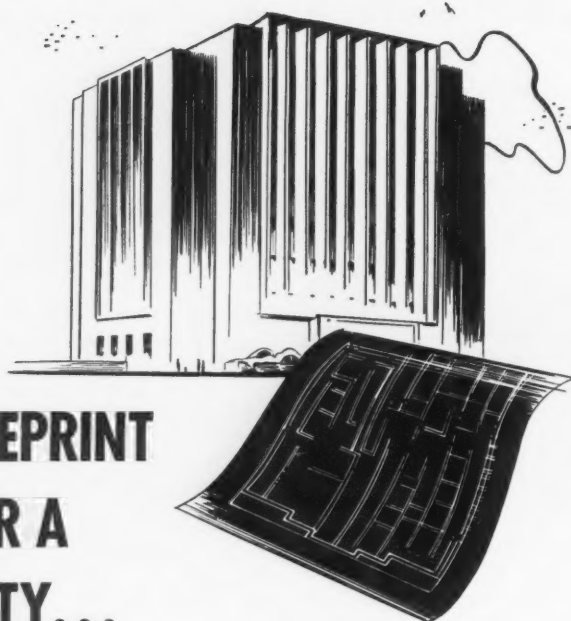
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LITHOGRAPHY
OFFICE FURNITURE
OFFICE SUPPLIES

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RI-3201

1829 CORSICANA • DALLAS, TEXAS

BLUEPRINT FOR A CITY...



It hasn't been long since most of the buildings that *are* Dallas were just blueprints.

Now they are the mushrooming skyscrapers that form the hub of an ever-expanding circle of new development surrounding the city.

The men who have turned the blueprint into one of the nation's great cities, the architects, engineers and builders, have always found an understanding partner in the T. J. Bettes Company. Since 1939 we have worked in close cooperation with them to help finance much of the city's growth.

The Dallas of the future is now in the blueprint stage or soon will be. We welcome the opportunity to work with the builders of tomorrow's Dallas to create a still greater city for the future.

T. J. BETTES COMPANY

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J. N. FISHER REALTOR

INVESTMENT PROPERTIES EXCLUSIVELY

1405 MERCANTILE BANK BLDG. • RI-4675 • DALLAS, TEX.



Heads Osteopaths

Dr. Robert H. Lorenz of Dallas has been named president-elect of the North Texas Association of Osteopathic Physicians and Surgeons. Other officers named at a recent Fort Worth meeting are Dr. Lester Hamilton of Fort Worth, president; Dr. George Miller of Dallas, vice president and Dr. Henry Spivey of Dallas, secretary-treasurer.

Upswing Seen in Volume Of Overseas Insurance

The volume of insurance written in Dallas on risks overseas is expanding at a "phenomenal" rate, Walter E. Brill, manager of American International Underwriters here, reported this month.

He said his office was opened last year in an effort to show insurancemen all over the Southwest the need for American insurance protection on the overseas business of their local clients.

"The volume of American insurance on overseas risks has assumed huge proportions since World War II, and is still expanding," Mr. Brill declared. "Yet it is being handled by less than two per cent of this country's insurance producers. The result is that millions of dollars in premiums are being handled by fewer than 10,000 of the half million agents and brokers in the United States, and the largest part of this amount by less than 1,000 of them. The door is wide open for newcomers."

Mr. Brill noted that American investments abroad—excluding government aid—have jumped from \$8,500,000,000 to \$15,000,000,000 since World War II.

Possibilities for coverage of this market ranges from individual personal property floaters to contracts giving general worldwide protection on the operations of an international organization.



New Naval Commandant

Lt. Com. B. F. DeWitt of Los Angeles, California, is the new chief of the Dallas Inspection Office for Naval Material. A consulting engineer in civilian life, Com. DeWitt will direct an office of 100 persons who inspect the more than \$5,000,000 of Navy-purchased goods produced each month in and around Dallas.



New A.P.I. Division Director

William H. Strang has been named director of the production division, American Petroleum Institute. Mr. Strang, a native of Colorado, has lived in Dallas since 1946. He has been assistant director of the production division of A.P.I. since 1950. Prior to that, he was with the American Institute of Mining and Metallurgical Engineers.

DR. LEWIS L. REESE, newly-appointed regional director for the National Foundation for Infantile Paralysis, has opened his headquarters at 915 St. Joseph.

B. E. (BILL) ADAMS has been named area manager for the Hoover Company of North Canton, Ohio, with his headquarters in Dallas.

"Bill, I never knew how Easy it was to set up a Trust Fund until I 'Turned To The Texas'"



You, too, will discover how easy a Trust Fund can be established after you have personally discussed the matter with a Texas Bank Trust Officer.



TEXAS BANK

& TRUST COMPANY OF DALLAS

MAIN and LAMAR

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for CUSTOMERS:

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AND
REFRIGERATION
CONTRACTORS



DALLAS AIR CONDITIONING COMPANY

1708 Cedar Springs Ave.

Dallas

Phone 5Terning 4451

New Members

(Continued from Page 17)

Ervay; J. B. Ragland, president, C. R. Swiger, Jr., Charles H. Webb.

Mustang Gulf Service Station, 6511 Hillcrest; A. W. Dishman, owner.

Nova O'Brien, Inc., 208 South Lamar; Nova O'Brien, president; ladies ready to wear.

Pabst Sales Company, 1126 National City Building; J. N. Hofman, regional manager; wholesale beer.

Parkomat Manufacturing Company, Hutchins, Texas; Ira Allstadt, Jr., owner; machine shop manufacturing.

Pollard Gulf Service Station, 9446 Garland Road; Tom Pollard, owner.

Real Estate Investment Company, 2821 Manor Way; A. A. Lander, Sr., president, A. A. Lander, Jr.

Renwar Oil Company, 2010 Tower Petroleum Building; Roland Bond, president; oil drilling.

Rice Stix, Inc., 708 Jackson; Maurice Bresnen, manager, A. J. McQuoid; wholesale dry goods.

Roosth & Genecov, 227 North Spring, Tyler, Texas; A. S. Genecov, president; real estate.

Rural Directory Service, 3311 Ross; Philip R. Grove, president.

Sanders, Lefkowitz & Green, 1625 Kirby Building; attorneys.

Tom Sawyer, 3200 Maple; realtor.

Skyline Motel, 6833 Hines Boulevard; Fred Harman, manager.

Russell Smith, Inc., 7827 Bryn Mawr; Russell Smith, president; construction.

Standard Stores, Inc., 2007 Bryan; Thomas L. Hall, president; mail order retail.

H. Allan Stein, 739 Wilson Building; agent for Mutual Life of New York.

State National Bank, Garland, Texas; A. R. Davis, president, R. M. Davis, Melvin Mitchell.

Jim Stevens Agency, 216 Oil & Gas Building; Jim Stevens; insurance.

Trattner Secretarial Service, 3011 Roanoke; A. C. Sieloff, president.

United Hobby Distributors, Inc., 1807 Levee; Edward Jarog, manager, Marie Jarog; educational toys.

Universal Printing Company, 4109 Garland; Travis Faircloth, owner.

Whirl-A-Wash, 2909 Live Oak; Kenneth Merritt, owner.

Witherspoon and Ridings, Inc., 421 Fidelity Union Life Building; Bill Morrison, manager; publicity and public relations.

Dallas PIONEERS

Established

1869 Padgett Bros.
Company

Leather Goods—
Wholesale and Retail

1872 Dallas Railway
& Terminal Co.

Street Railway

1872 Huey & Philp
Company

Wholesale

1875 First National
Bank in Dallas

Banking

1876 Trezevant &
Cochran

Insurance General Agents

1876 Fakes &
Company

Home Furnishings

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1888 Sutton, Steele
& Steele, Inc.

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

1889 J. W. Lindsley
& Company

Real Estate and Insurance

1892 The Egan
Company

Printing, Lithographing, and
Embossed Labels



A DISAPPOINTED young man, A. F. Pillet, seeking a job in Dallas, is being called back by Sam P. Cochran, one of the legendary figures of Dallas insurance, in the above sketch. The event took place in 1889. The outer office manager of Trezevant & Cochran had just told young Pillet: "We haven't got a thing." Pillet was put to work at \$30.00 a month working on old files and records. Organized in 1876 by Colonel J. T. Trezevant and Sam P. Cochran, Trezevant & Cochran is Dallas' oldest firm of insurance general agents. Typical of many early day employees, Pillet advanced with the firm and later became president of the Republic Insurance Company. This and other success stories account for the legend that Trezevant & Cochran was the cradle of southwestern insurance executives. Today the firm is operated as a partnership under the management of J. O. (Doc) Smith and his son, J. O. Smith, Jr. Now in its seventy-seventh year, Trezevant & Cochran has bridged the gap from Dallas as a pioneer village when its agents rode out over Texas on horseback and by stagecoach to its present stature of serving local agents throughout the Southwest.

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand,
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1893 Fleming &
Sons, Inc.

Manufacturers—Paper
and Paper Products

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 John Deere
Plow Company

Agricultural Implements

1902 Stiers
Laundry

Quality Laundry & Cleaning Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire—Casualty

1906 Hesse Envelope
Company

Manufacturers of Envelopes
and File Folders

1910 Moser Co.
Realtors

Industrial and Commercial
Leases and Sales

1911 W. W. Overton
& Co.

Food Brokers

1912 Stewart Office
Supply Company

Stationers—Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

too big to keep . . . **Even under a
Texas Hat!**



. . . that's our success story

an unusual one, even for Texas. It's just too big to keep under our hat. You see, back in 1948 we were just a small company with assets of \$237,393. But our assets on Dec. 31, 1952, totaled \$9,308,692.

that's wonderful growth

by any standard, and it has a sound basis. We have vigorous, imaginative management. This has been coupled with strict adherence to conservative business practices. The result? Steady growth and full assurance of even greater growth in years to come.

Bankers Discount Corporation

WM. ROSS KENNEDY, President

MERCANTILE SECURITIES BUILDING •

DALLAS, TEXAS



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The Land of Inexhaustible Resources

The booming Midwestern States offer:

New Markets
Good Labor Conditions
Low-priced Gas
Power

For surveys and
brochures, contact
the Rock Island
Representative in your
territory or address

Abundant Water
Unlimited Coal
Other Natural
Resources

W. E. BOLTON
Vice-President
Chicago, Rock Island &
Pacific R. R. Co.
La Salle Street Station
Chicago 5, Illinois

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For freight information, ask:

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Rock Island Lines
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